

Which Medical Conferences Provide the Most Value?

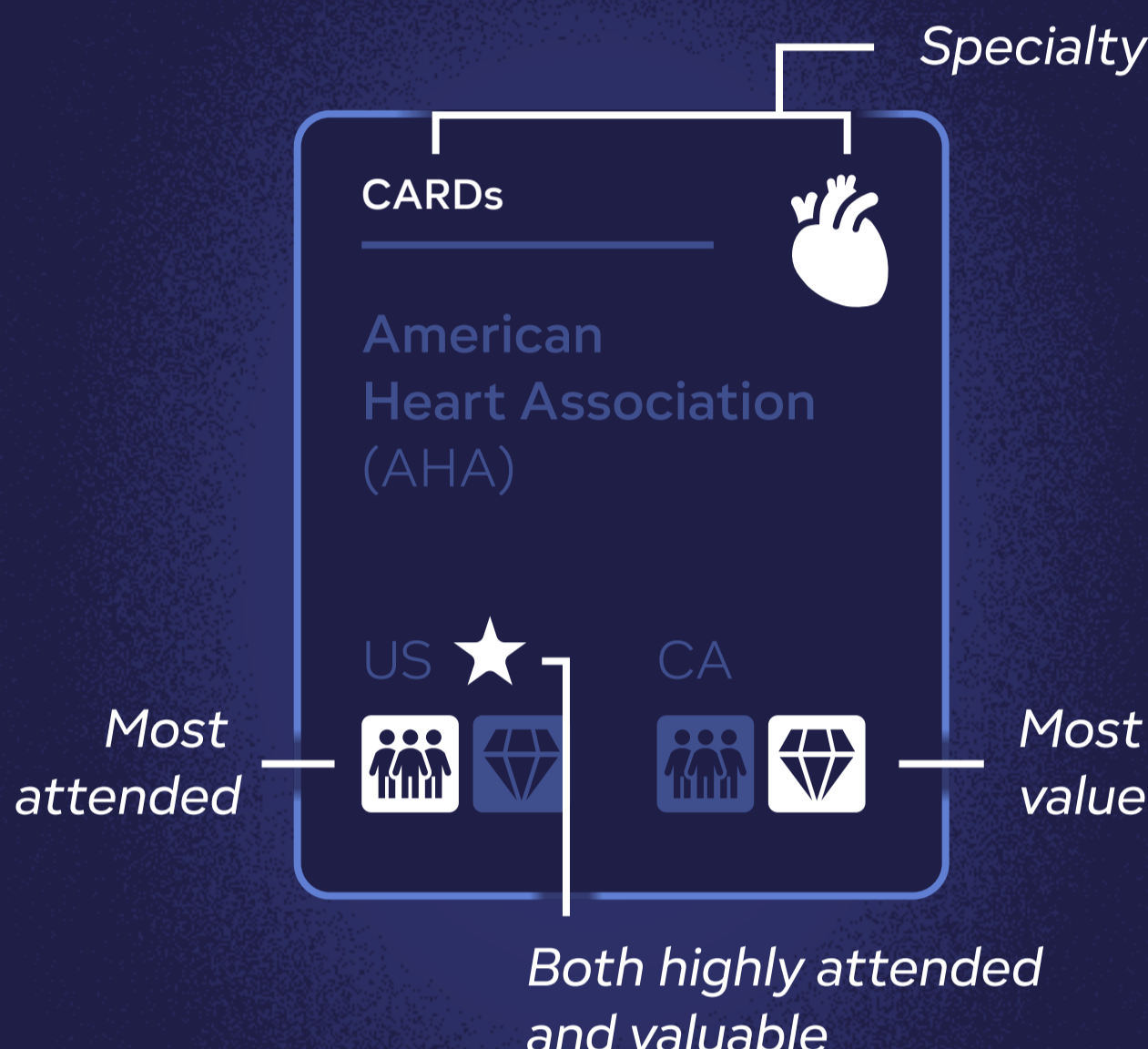
How often does strong attendance to a conference align with that conference providing the most value? Surprisingly, not very often. MD Analytics surveyed physicians across varying specialties to better understand which conferences they most frequently attended, which provided the most value, and the role of pharmaceutical companies in making the experience more compelling.

Attended a conference

(past 12 months)

US: 94% | CA: 91%

Legend



CARDs

The American College of Cardiology (AAC)

US: CA:

CARDs

American Heart Association (AHA)

US: CA:

DERMs

American Academy of Dermatology (AAD)

US: CA:

DERMs

American Society for Laser Medicine and Surgery (ASLMS)

US: CA:

CARDs

Canadian Cardiovascular Congress (CCC)

US: CA:

DERMs

Canadian Dermatology Association (CDA)

US: CA:

ENDOs

Endocrine Society

US: CA:

PCPs | GPs

American Diabetes Association (ADA)

US: CA:

ENDOs

American Diabetes Association (ADA)

US: CA:

ENDOs

American Association of Clinical Endocrinology (AACE)

US: CA:

PCPs | GPs

Obesity Medical Association (OMA)

US: CA:

PCPs | GPs

Heart Failure Society of America (HFSA)

US: CA:

GASTROs

Digestive Disease Week (DDW)

US: CA:

GASTROs

American Association for the Study of Liver Diseases (AASLD)

US: CA:

GASTROs

United European Gastroenterology (UEG)

US: CA:

GASTROs

American College of Gastroenterology (ACG)

US: CA:

HEM ONCs
MED ONCs

American Society of Hematology (ASH)

US: CA:

HEM ONCs
MED ONCs

American Society of Clinical Oncology (ASCO)

US: CA:

HEM ONCs
MED ONCs

American Association for Cancer Research (AACR)

US: CA:

HEM ONCs
MED ONCs

European Society for Medical Oncology (ESMO)

US: CA:

RHEUMs

American College of Rheumatology (ACR)

US: CA:

RESPs | PULMs

American College of Chest Physicians (CHEST)

US: CA:

RESPs | PULMs

American Thoracic Society (ATS)

US: CA:

HEM ONCs
MED ONCs

Genitourinary Cancers Symposium (GUCCS)

US: CA:

RHEUMs

Rheumatoid Arthritis Research Summit

US: CA:

RHEUMs

European Congress of Rheumatology (EULAR)

US: CA:

RHEUMs

Canadian Rheumatology Annual Meeting (CRA)

US: CA:

RHEUMs

Rheumatology Winter Clinical Symposium (RWCS)

US: CA:

From a pharmaceutical manufacturer perspective, when participating in a conference via an exhibit booth, the main factors that drive a compelling and valued experience for a physician are when they are provided with information that is relevant and provides practical support for their practice.

Data based on a survey of physicians in the US (n=150) and Canada (n=151) recruited in August 2024. In the US, the sample includes n=47 Primary Care Physicians and n=103 Specialists. In Canada, the sample includes n=46 General Practitioners and n=105 Specialists.

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