

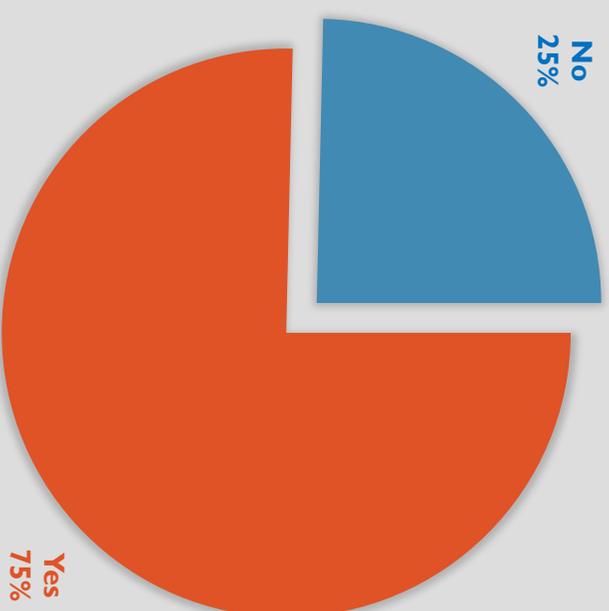
# REGISTRATION FEE SURVEY

July 2021

## BASIC SURVEY CHARACTERISTICS

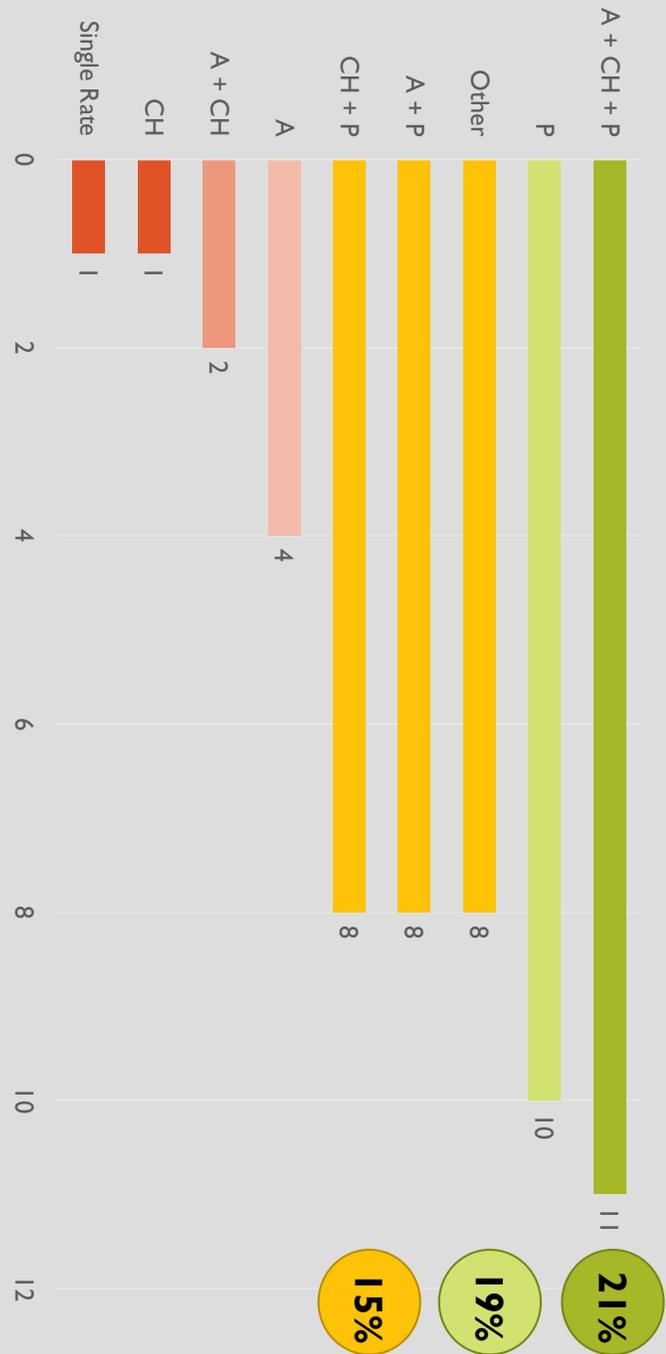
| Characteristic                | Statistics            |
|-------------------------------|-----------------------|
| Total surveys sent:           | 400+                  |
| Sent to:                      | SACME & SCMEC Members |
| Total survey respondents:     | 69                    |
| Response rate (based on 400): | 17%                   |

# DO YOU CHARGE FOR ANY CME ACTIVITIES?



|             | Count |
|-------------|-------|
| Respondents | 69    |
| Yes         | 52    |
| No          | 17    |

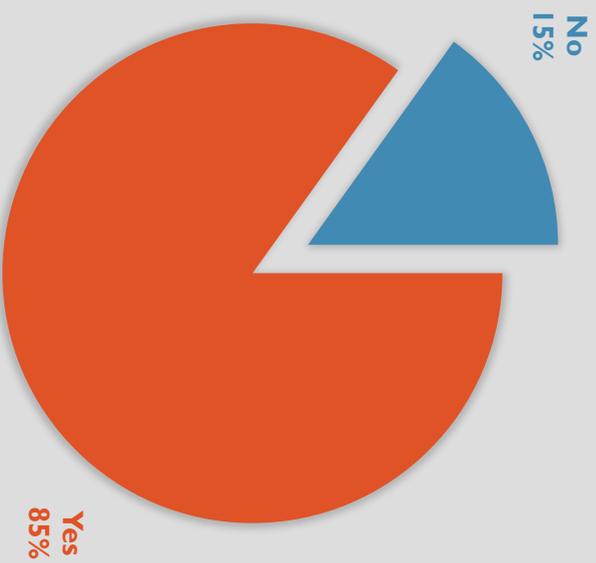
# WHAT MODEL DO YOU USE TO DEVELOP YOUR FEES?



n = 53

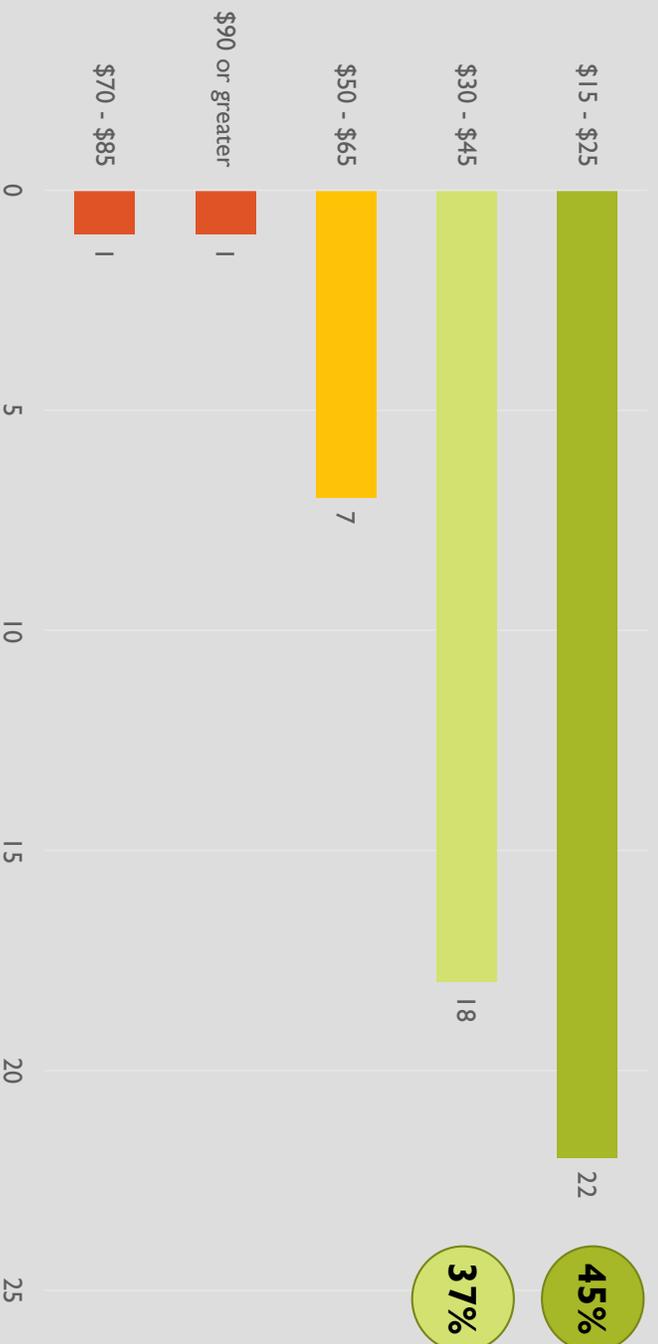
| Abbreviation         |
|----------------------|
| Affiliation (A)      |
| Per credit hour (CH) |
| Profession (P)       |

## DO YOU CHARGE DIFFERENT RATES FOR DIFFERENT EVENT TYPES?



|             | Count |
|-------------|-------|
| Respondents | 53    |
| Yes         | 45    |
| No          | 8     |

WHICH PER CREDIT HOUR FEE RANGE MOST CLOSELY REFLECTS YOUR “FAIR MARKET VALUE” RATE?



n = 49

## ADDITIONAL DETAILS HIGHLIGHTS

1. Organization financial structure plays a role (how you generate and meet budget)
2. Fee rate is higher for live versus online/on-demand as fee includes coverage for additional overhead costs
3. Fee rates are not controlled by CME/CPD Department and are therefore highly variable
4. Fee rates could be influenced by external factors such as faculty, planning committee, sponsoring department, ability to secure commercial support and/or exhibitor or other funding
5. Setting fee typically based on a combination model that could include any or all of the following: registration timing (early v. standard), affiliation, profession, credit hours, activity format/type

Our learners are given free-of-charge access to our online courses by their subscribing institution.

Final fees are ultimately determined by faculty.

It was hard to answer these Qs because our reg. fees are all over the place. If a course director/planning committee think we'll have good non-reg income, and strongly feel there should be no reg fee at all, we reluctantly go with that. Conversely, if we know the market will bear it and the dept. wants to split the "surplus" with us, we might charge a much higher fee. We are a 100% self-supported office and there is a lot of variability in our reg. fees

Unfortunately we haven't been able to come up with a set guide on what is charged, due to the complexities of different activity types.

Currently charge \$100 less for virtual, but in 2022 will be same for both in person and virtual

We really don't have a single method. We are a large academic health center and we don't have a say in most of the activities we accredit. For those we are managing, it is dependent on what the market will bear and the expenses of the activity. Generally, there is a different fee based on profession.

Our rates are different for virtual and much lower-- closer to \$25- \$35/credit hour and often are only two fees (one for faculty/staff at our institution, which is often waived) and one for all other learners

Registration fees vary greatly depending on the group (i.e. community physician events are usually less expensive and/or free), the profession, affiliation status, giveaway/food, grant/industry support, etc. There isn't any one rate or pattern.

We work with our activity planners to set a fee based on budget needs and anticipated attendance. More recently we have been discouraging the use of varying fees, especially by profession. We think as in LP program fees should be smoothed among all professions.

We charge an accreditation fee and then a per hour fee to the activity; how they collect it (department support, from learners, grants) is up to the them. For enduring, we do charge a per learner fee, as well, to cover our costs.

In person events were \$75/person for CME administration fee, reduced to \$35 - \$50/person for online

Rates are based on timing of registration (early, regular, late) along with profession and affiliation

Price varies between live and online because of additional expense of live events

Re: charging different amounts. We will offer a discounted ( or in some cases free) registration for providers in the sponsoring department, at the discretion of the program planners. Those conferences that don't have a sponsoring clinical department, it's up to CPD/CME and usually we won't offer a reduced price; this could be why not many of our faculty attend our administered programs). For multi-day conferences, we will offer single or 2-3 day rates, but those rates are the same for everyone regardless of internal or external.

Every few years we do a quick "landscape survey" of pricing from like organizations and calculate an average cost/credit, which we use as a guideline for setting fees. This baseline is adjusted based on the audience/profession commercial support expected and a best guess of creating a net-zero budget. The market for online learning is very different! People are not usually willing to pay more than \$7-10/credit, anecdotally. There's a lot of free online crap out there. RSS are "free."

The clinical departments that sponsor the content receive the residual income after expenses, so have some say on our registration fees. Very variable across dept's, but highest fees are in specialty and subspecialty content areas. Eliminating food at CME during COVID helped clarify the value of the content. On-demand versions (time-shifting) of scheduled events are increasingly requested, and this is driving us away from "online should be free" thinking. Free is generally reserved for employees, trainees anywhere, and non-billable professions (some social work, nursing, etc). Free is to reduce disparities to access, but we try not to over-use free, as it brings diminishing returns to value perception. Thus we often publish a sticker "asking" price, and then later deploy discount codes to be used by selected segments.

**n = 17**

Fee schedule is based on overall accreditation process as fee for service department