

## Executive Summary

### MedForums: The First Medical Education Resource Review Community Improving Healthcare, Physician to Physician

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#### About MedForums

MedForums improves healthcare by helping medical professionals find the best medical education resources in their specialties. Medical professionals can share their experiences with their peers about the conferences they've attended and courses they've taken. They can also identify what medical apps their colleagues find most useful and even find the best #FOAMed, podcasts, blogs, textbooks, and more. MedForums.com is the one-stop platform for physicians, residents, physician assistants, advanced practice providers, and medical students to read reviews, rate resources, and write reviews on resources they have used.

MedForums allows medical professionals to crowdsource their peers and find the best medical education resources for any focus (CME, information, test preparation, etc.) in any format (app, blog, podcast, etc.).

Our platform also helps education providers spread the word about their resources so they can more effectively advertise, gather feedback, and improve their resources.

#### Our Why

Having up-to-date and premier educational resources are critical to providing quality healthcare to patients. MedForums positively impacts healthcare by offering a one-stop platform for physicians, residents, physician assistants, advanced practice providers, and medical students to access peer-reviewed medical education resources.

#### Our Beginnings

MedForums was created for physicians, by physicians. Physicians, residents, physician assistants, advanced practice providers, and medical students need access to medical education that is comprehensive, current, credible and confidential. Our founder, John R. Dayton, MD, FACEP, FAAEM, wants all medical professional to have a one-stop platform to identify and discuss the variety of medical education resources available in the marketplace.



At the same time, medical education providers need better access to physicians and feedback that will help them improve their educational resources. They need access to physicians, market feedback, and accreditation with ACCME.

The site launched industry-wide at ACEP 2018 (October 1-3, 2018) with an overwhelming response from ACEP attendees.

The following chart summarizes the resources highlighted at the launch:

Training Stage	Education Resources
Practicing Physician	Board Certification, Maintenance of Certification (LLSAs, Re-certs), CME
Resident	In-Training Exam, Board Certification
Medical Student	Rotation Shelf Exams, US Medical Licensing Exams (USMLEs)
Advanced Care Providers	Board Exams (AANPCB and PANCE), CME
General	Podcasts, Blogs, Apps, #FOAMed

## Our Future

MedForums, which has partnered with the business accelerator RevRoad, will continue to curate an extensive database of medical education resources that are searchable according to each stage of education, professional needs, and pain points of our audience.

As our database and physician community grows, we will partner with medical education clients and provide complimentary medical education to health care providers in underserved countries.

Once MedForums has completed a site for physicians and advanced practice providers, our next focus will be to build something similar for registered nurses, dentists, chiropractors, physical therapists, podiatrists, pharmacists, and lawyers. For example, this same format will help nursing students find the best resources for the NCLEX and focus on LMS-based CEs.

We aim to become the industry source for crowd-sourced reviews on medical education. Our MedForums “star-rating” will be recognized by physicians, hospitals, health systems, content providers, and other healthcare stakeholders.

