



MEDIA CONTACT:
Isabel Black
Solomon McCown & Co.
617-933-5013
iblack@solomonmccown.com

**NEJM Group Launches New Adaptive Learning Platform,
First-of-its-Kind in Medicine**

*NEJM Knowledge+ combines gold standard content with
state of the art adaptive technology*

BOSTON, Mass. – April 16, 2014 – NEJM Group, the organization behind *The New England Journal of Medicine* and NEJM Journal Watch, has launched [NEJM Knowledge+ Internal Medicine Board Review](#), a self-assessment and continuous learning solution that employs the very latest adaptive learning technologies to increase learning efficiency and knowledge retention. The product is designed specifically for Internal Medicine and Internal Medicine subspecialists.

NEJM Knowledge+ Internal Medicine Board Review includes:

- Over 4,000 questions covering nearly 1,500 learning objectives;
- A simulated exam environment with two, timed 2-hour practice exams;
- Desktop, iPad, iPhone support options;
- Opportunity to earn *AMA PRA Category 1 Credits™* and MOC points toward the American Board of Internal Medicine’s Self-Evaluation of Medical Knowledge (Part 2) requirement with automatic, paperless submission; and
- Robust, multi-faceted progress and performance reporting system.

“The challenge in improving medical education today is working with increasingly time constrained clinicians”, says Graham McMahon MD, Executive Editor of NEJM Knowledge+. “We decided that the best way we could help was to deliver an educational tool that was both effective and efficient”.

NEJM Group partnered with [Area 9](#)—a physician-led pioneer in adaptive learning — to create a first-of-its-kind platform with smart technology that adapts to clinicians’ learning goals, pace and knowledge gaps to deliver the information they need to know. The system uses research-proven methods to accelerate proficiency, continuously sharpen skills and promote true lifelong learning. For an informative look at how this product uses adaptive learning, view this [animation](#).

NEJM Knowledge+ is planned as a family of products to support self-assessment, learning and board certification in internal medicine and other specialties. Future review products in other specialties will all be designed to help clinicians efficiently self-assess their learning needs, meet their certification requirements, prepare for their board exams, and incorporate lifelong learning into their schedules more easily. NEJM Knowledge+ Internal Medicine Board Review will support physicians as they start earning points for the American Board of Internal Medicine’s new maintenance of certification requirements that went into effect January 1, 2014.

“The launch of NEJM Knowledge+ Internal Medicine marks a milestone for NEJM Group as we extend our brands to deliver on our mission of advancing knowledge, learning, and practice to improve patient outcomes,” says NEJM Group Editor-in-Chief Jeffrey M. Drazen MD.

For more information, visit <http://knowledgeplus.nejm.org>.



About NEJM Group

NEJM Group creates highest-quality medical resources for research, learning, practice and professional development designed to meet the demand for essential medical knowledge among academic researchers and teachers, physicians, clinicians and others in medicine and health care. *The New England Journal of Medicine*, NEJM Journal Watch, and NEJM Knowledge+ are produced by NEJM Group, a division of the Massachusetts Medical Society. For more information, visit nejmgroup.org