



## PSYCHIATRY ACADEMY

# Psychopharmacology Conference

Now in its 38th year, this annual conference has educated thousands of clinicians on psychopharmacology for the entire spectrum of psychiatric disorders. It features three full days of content and more than 30 internationally-recognized faculty experts from the Massachusetts General Hospital Department of Psychiatry.

The conference focuses on providing an interactive environment where participants from multiple professions can engage faculty face-to-face and ask clinical questions. This helps overcome barriers to care and enhances translation of research into effective clinical practice.



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### Skills/Services Provided

- Educational design of conference and content
- Strategic planning and content development
- Accreditor selection for multiple types of continuing education credit
- Management of documentation and review of compliance for multiple types of continuing education credit
- Management and coordination of content for more than thirty faculty
- Compliance-related review and documentation for more than thirty faculty
- Competitive analysis on all aspects of conference content, pricing and logistics
- Research and development of pricing strategy
- Management of all conference logistics, including registration, planning, contract negotiation and coordination with venue, customer service, and more
- Production of all conference materials, including conference program, signage, and other materials
- Development of dissemination strategy and ongoing marketing campaigns across email, paid search, direct mail, print advertising, and social media to promote participation
- Compilation and analysis of all evaluation and outcomes data
- Longitudinal outcomes follow-up with participants

### Highlights

- In 2013, more than 690 participants from more than a dozen countries
- In 2013, more than 10,700 continuing education credits issued
- 97% of participants agree that the educational content met or exceeded their expectations