

## **Physician’s Weekly, LLC, Continues Partnership to Create Live Facebook CME/CE**

Basking Ridge, NJ; (February 07, 2019) – Following their success in launching the first-ever continuing medical education (CME) course on Facebook live, Physician’s Weekly, ZDoggMD, and AKH, Inc. continue to innovate by incorporating the offering with Facebook’s fan subscription service.

Through the partnership, practicing hospitalist and social media icon Zubin Damania, MD—better known as ZDoggMD—will now offer CME and CE credits to his “Super-Pac,” a subscriber-based following of healthcare professionals organized through Facebook’s Fan Funding feature for content creators that allows subscribers to access exclusive content.

AKH, a highly respected provider of certified continuing education, will continue to provide accompanying accreditation information. “As a leader in interprofessional education, AKH is excited to collaborate on the development of such an innovative medical educational platform,” says AKH President and CEO, Steve Eckert.

“Our Facebook supporters have been requesting continuing education credits for our videos and podcasts since we started, and I’m thrilled to make it happen by partnering with the experts at Physician’s Weekly,” says Dr. Damania. “They’ve created a seamless educational experience for our highly engaged tribe of healthcare professionals.”

”We continue to be big fans of ZDoggMD and were excited when he approached us with the idea to help him provide CME/CE courses to his supporters through our existing partnership with AKH that allows us to be a part of this untapped resource for CME delivery,” says Physician’s Weekly Managing Editor, Chris Cole. The exclusive content will become available to physicians, physician assistants, nurse practitioners, and nurses 6 months after the live events, when they will be able to watch the video and claim credits at [www.physiciansweekly.com/cme-corner](http://www.physiciansweekly.com/cme-corner).

### **About Physician’s Weekly ([www.physweekly.com](http://www.physweekly.com))**

For more than 35 years, Physician’s Weekly has been a trusted source of medical news and education for healthcare professionals at the point of care. Their unique wallboard publication—the cornerstone of their success—is located in over 10,000 top medical institutions in the country.

### **About AKH Inc., Advancing Knowledge in Healthcare ([www.AKHCME.com](http://www.AKHCME.com))**

AKH Inc, Advancing Knowledge in Healthcare (AKH) is an accredited provider of continuing education for licensed healthcare professionals and has built a reputation for high-quality programs that adhere to education and accreditation standards. With six national and nine state

accreditations, AKH has been a leader in interprofessional education that is designed to improve competence, performance, and patient outcomes since 2000.

**About ZDoggMD ([www.zdoggm.com](http://www.zdoggm.com))**

ZDoggMD (AKA Dr. Zubin Damania) is an international icon and man of mild-to-moderate mystery. Apart from writing, performing, and producing award-winning medical rap videos that educate and entertain, he's a highly sought-after thought leader and healthcare speaker.

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