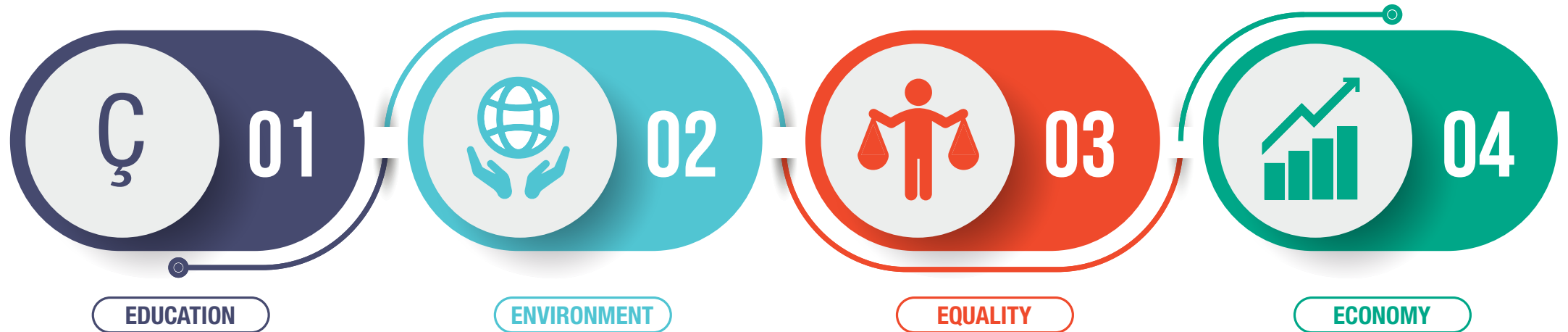# CPDmatch

Stay Local or Go Virtual

01 — EDUCATION

To be the 'go to website' and improve access to on-site and virtual courses, conferences, study days and webinars for global healthcare professionals at all stages of their careers.

02 — ENVIRONMENT

Reduce the carbon and pollution cost of receiving education through promoting virtual events and utilising geographic matching when on-site education is unavoidable; stay local or go virtual.

03 — EQUALITY

Keep CPDmatch free for all site visitors to facilitate effective cross-specialty marketing and ensure healthcare professionals in lower resourced countries can find high quality virtual education.

04 — ECONOMY

Accommodate new and existing providers of education to help organisations of all size commercialise virtual events through effective global marketing.