The American College of Emergency Physicians (ACEP) is an association based in Irving, Texas dedicated to uniting the voices and advancing the interests of emergency physicians around the world. Since its founding in 1968, ACEP has developed board review and continuing medical education programs and products widely accepted as standards among emergency medicine physicians and residents.

Recently, the American Board of Emergency Medicine (ABEM) announced a significant shift in its certification process for physicians, beginning in 2021, which would disrupt the sales of ACEP’s flagship PEER certification exam prep product. Also, the proliferation of other exam prep products in recent years had intensified the competition for physician, residency program, and resident exam prep spending, further adding pressure on PEER to maintain its leadership position. Facing these challenges, ACEP turned to TDC to help market a new portfolio of products developed in response to ABEM’s changes and to re-establish its connection with audiences.

TDC conducted an extensive discovery effort among EM physicians, residency program directors, and residents around the country to gain a deeper understanding of how they perceived PEER, ABEM’s new certification steps, and how competitive prep products compared to PEER. From these interviews, we developed value propositions and new brand identities for each of the new PEER products.

With this foundation, we created a new brand platform for PEER, with individual look-and-feels for each product that aligned with the personas of their respective audiences (colorful/edgy for residents, bold/direct for program directors, and restrained/professional for experienced physicians), while still maintaining familial elements across all of the identities. Furthermore, we developed a wide array of communications featuring the new branding. These included email series, banner ads, social media ads, print ads, direct mail packages and postcards, product videos, as well as a new microsite.

ACEP has reported that the new PEER products have already exceeded 400 purchases in only the first three months following the new branding launch.
PEERcert+ is designed to provide physicians who choose or need to take the MyEMCert track for recertification with a resource that increases their chances for passing each ABEM exam module. As a PEER-based product, PEERcert+ features questions and content that are widely regarded as the gold standard for quality in EM exam preparation.

By providing topic-specific content that addresses each ABEM-released module, PEERcert+ provides physicians with the most effective path today for succeeding on each PEERcert+ module and for continually becoming a better EM practitioner.

1. What does PEERcert+ do best? What is the most important point of differentiation between PEERcert+ and its competitors?

2. How do we describe the audiences that PEERcert+ is trying to engage?

3. Why is PEERcert+ unique? What are the essential reasons PEERcert+ is the best choice for these people?

**PEERcert+ Positioning Statement**

As a PEER-based product, PEERcert+ features questions and content that are widely regarded as the gold standard for quality in EM exam preparation. By providing topic-specific content that addresses each ABEM-released module, PEERcert+ provides physicians with the most effective path today for succeeding on each PEERcert+ module and for continually becoming a better EM practitioner.

**1.1 Overall, the positioning statement captures the essential attributes of PEERcert+ and is the foundation for the PEERcert+ narrative.**

**1.2 Why is PEERcert+ unique? What are the essential reasons PEERcert+ is the best choice for these people?**

**1.3 How do we describe the audiences that PEERcert+ is trying to engage?**

**1.4 What does PEERcert+ do best? What is the most important point of differentiation between PEERcert+ and its competitors?**

**1.5 Color Palette**

Color enhances the power of the branding. To ensure a presentation that is simple, bold, and impactful, we recommend the color system and hierarchy shown above for use in all PEER marketing communications.

- **Primary Color**
  - Main color is blue, the color associated with the PEER identity most often.
  - The secondary palette adds an array of colors that complement and contrast with the primary color, helping to provide energy and interest to the overall brand presentation.

- **Secondary Colors**
  - Additional colors used in marketing communications.

- **Tints**
  - Lighter shades of primary and secondary colors used for emphasis and differentiation.

- **Hex, CMYK, RGB**
  - Code values for the colors shown.

**1.6 Knockout (KO) Logo with Tagline**

This is the optional KO version of the logo which can be used on darker backgrounds.

**1.7 PEERcert+ Logo Guidelines**

In addition, the logo should not be used at a size smaller than this size. The logo should not be created to be too small or too large, and should be used consistently to ensure brand recognition.

**1.8 Logo Clear Space**

There should be a delineated amount of clear space surrounding the logo. This is to ensure that the logo is not obscured by other graphical elements within a certain distance.

**1.9 Logo Minimum Size**

The logo should be used at its minimum size depicted above. If used at a size smaller than this size, legibility and logo quality can be compromised. In addition, the logo should not be used at a size smaller than depicted above. If used at a size smaller than this size, the logo should not be created to be.

**1.10 PEERcert+ Logo Guidelines**

- **Brand Style Guide**
  - A comprehensive guide for maintaining brand consistency across all communications.
  - Includes brand platform identities, brand style guide, and brand guidelines.

- **Color Palette**
  - A specific color scheme with code values for use in marketing communications.

- **Logo Clear Space**
  - Guidelines for the amount of clear space surrounding the logo.

- **Logo Minimum Size**
  - Minimum size for use of the logo to ensure legibility and quality.

- **PEERcert+ Positioning Statement**
  - A statement outlining the unique attributes of PEERcert+.

- **PEERcert+ Logo Guidelines**
  - Instructions for the use of the logo, including minimum size and clear space guidelines.

**2.1 Brand Platform Identities**

- **PEER prep For Physicians**
  - Branding for the PEER prep product line.

- **PEER prep For Programs**
  - Branding for the PEER prep program.

**3.1 Why is PEERprep For Physicians unique? What are the essential reasons PEERprep For Physicians is the best choice for these people?**

**3.2 How do we describe the audiences that PEERprep For Physicians is trying to engage?**

**3.3 What does PEERprep For Physicians do best? What is the most important point of differentiation between PEERprep For Physicians and its competitors?**

**3.4 Color Palette**

Color enhances the power of the branding. To ensure a presentation that is simple, bold, and impactful, we recommend the color system and hierarchy shown above for use in all PEER marketing communications.

- **Primary Color Scheme**
  - The main color is blue, the color associated with the PEER identity most often.
  - The secondary palette adds an array of colors that complement and contrast with the primary color, helping to provide energy and interest to the overall brand presentation.

- **Secondary Colors**
  - Additional colors used in marketing communications.

- **Tints**
  - Lighter shades of primary and secondary colors used for emphasis and differentiation.

- **Hex, CMYK, RGB**
  - Code values for the colors shown.

**3.5 PEERprep For Physicians Logo**

The PEERprep For Physicians logo was designed with the same intentionality as the PEER Physicians logo is designed with specific intentionality and purpose, and should not be altered in any way.

**3.6 Knockout (KO) Logo with Tagline**

This is the optional KO version of the logo which can be used on darker backgrounds.

**3.7 Logo Clear Space**

There should be a delineated amount of clear space surrounding the logo.

**3.8 Logo Minimum Size**

The logo should be used at its minimum size depicted above. If used at a size smaller than this size, legibility and logo quality can be compromised.
Pass MyEMCert. Become a better physician.

Closer to MyEMCert than any other prep

Tailored to the test

Pass MyEMCert. Become a better physician.

online advertising

Pass MyEMCert. Become a better physician.

PEERcert® is designed specifically to help you succeed on MyEMCert™—and build knowledge to improve patient care.

- Questions tailored to each individual ABEM module
- New, updated, and thoroughly reviewed core content questions
- Board-style case series questions and Key Advances questions
- High-impact, colorful imagery enables better retention
- Create custom quizzes to strengthen weak areas

Sign up today at acep.org/peercertplus

Approved for AMA PRA Category 1 Credits™

Now Available
- Abdominopelvic Trauma and Bleeding
- Abnormal Vital Signs and Shock
- Thoracorespiratory
- Neurology
- Social and Behavioral Health

Coming Summer 2021
- Neurology
- Social and Behavioral Health

Pass MyEMCert. Become a better physician.


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- Abnormal Vital Signs and Shock
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- Neurology
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- High-impact, colorful imagery enables better retention
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- Abnormal Vital Signs and Shock
- Thoracorespiratory
- Neurology
- Social and Behavioral Health

Coming Summer 2021
- Neurology
- Social and Behavioral Health
You asked for it—and now you have it in PEERcert+

Get everything you need to succeed on each MyEMCert™ module.
- Closely follows each ABEM module release
- High-quality image-based content and First Aid Kits improve retention and bedside care
- Updated and thoroughly reviewed core content questions—new questions added continually
- Includes case-series questions AND Key Advances questions
- Question bank training mirrors exam experience
- Create custom quizzes and your own individualized study plan to strengthen weak areas
- Earn CME credits with each module purchase

GET STARTED TODAY at acep.org/peercertplus

Be Certain for MyEMCert

You asked for it—and now you have it in PEERprep for Physicians.

The one-stop, complete source for ITE and certification exam prep.

- Challenging, high-quality ABEM-style questions—new ones added continually
- Detailed, colorful images and graphic tools improve content retention
- Attack weak areas with customizable quizzes
- Create your own individualized study plan
- Question bank training mirrors exam experience

GET STARTED TODAY at acep.org/peerprep
I want QUALITY QUESTIONS.
I want ADVANCED ANALYTICS.
I want A NAME I TRUST.

The total package for increasing residents’ certification success.

PEERprep For Programs gives residency directors an all-in-one solution for maximizing readiness and confidence on ITE and initial certification exams.

- Challenging, high-quality ABEM-style questions—more added each month
- Powerful dashboard helps you monitor residents’ performance and identify weak topic areas
- Exceptional value—priced lower than leading competitors
- AND lets you earn 100 hours of CME

Sign up today at acep.org/peerprepprograms

Sign up today at acep.org/peerprep
Program directors asked for it—and now you have it in PEERprep for Programs.

Get the all-in-one solution for maximizing resident confidence and readiness on ITE and initial certification exams.

Learn more and get started today at acep.org/peerprepprograms.

Challenge residents with high-quality ABEM-style questions.

Monitor and strengthen residents' progress with state-of-the-art dashboard and analytics system.

Question bank training mirrors exam experience.

Get today's most complete board prep solution at a great price—PLUS earn CME hours.

Access a wide range of resources like lectures, webinars, and articles to help underperforming learners.

The enrolled card further outlines why PEERprep for Programs ends your search. To learn more, visit acep.org/peerprepprograms and get started today.

Yours truly,
Megan Fix, MD, FACEP
PEERprep Editor-in-Chief

P.S.—You have better things to do than worrying about your residents’ preparedness for the boards. Get the platform designed to make your life easier at acep.org/peerprepprograms now.
Be sure. Be confident. The only prep you need for the boards.

Get the quality prep and confidence you need to crush your boards.
- Challenging, high-quality questions—more added each month
- Closer to the actual boards than any other prep product today
- Detailed illustrations and “PEER Pearls” graphics that increase retention
- The name that stands behind generations of EM physicians

Sign up today at acep.org/peerprep.