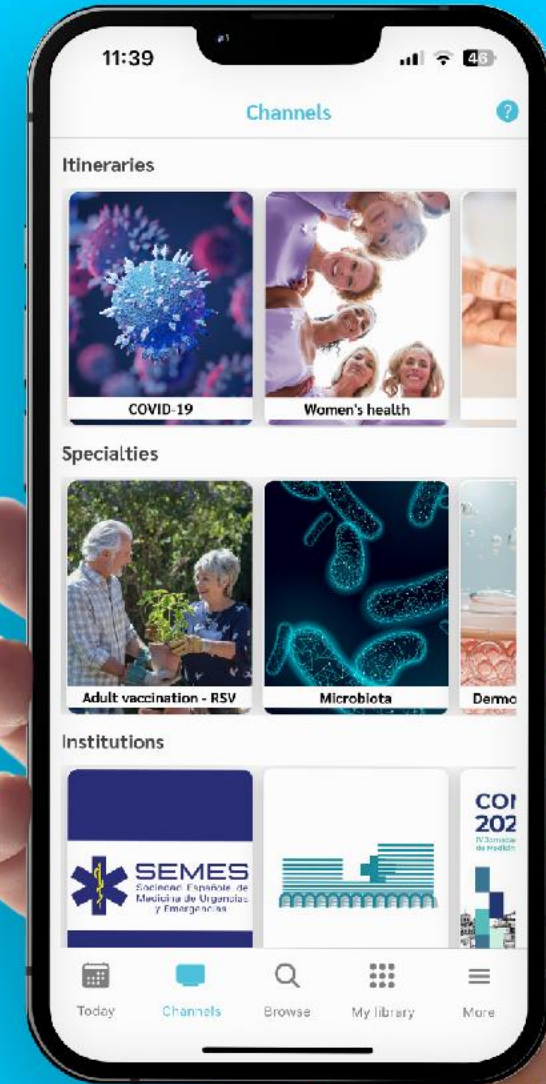




Microbiota CME program: a pan-European success story

Xpeer Medical Education



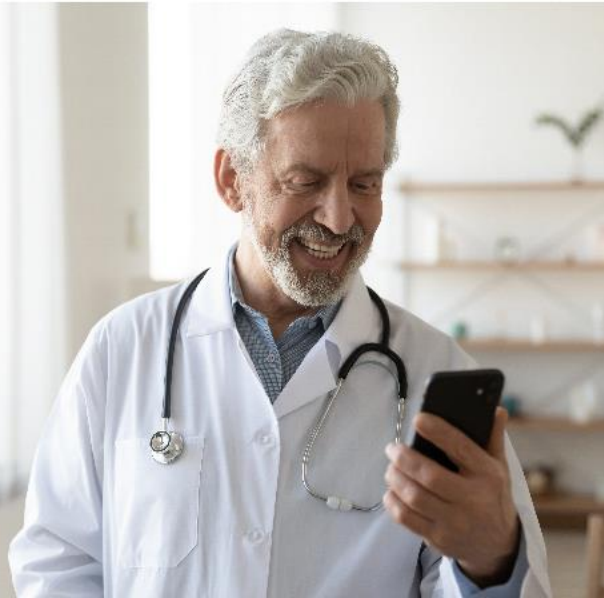
- **Microbiota**
 - **Comprehensive curriculum**
 - **Expert faculty**
 - **Accredited**
- 

**CME program
transcending
borders and
expectations**

NEEDS ASSESSMENT

MICROBIOTA

- **Emerging** area of study
- **Notable gap** between basic scientific findings and clinical practice.
- **Lack** of formal, evidence-based **training programs**



LEARNING OBJECTIVES

- 1 Critical role of gut microbiota in health and disease, impact on metabolic diseases and gastrointestinal symptoms.
- 2 Significance of microbiome diversity, composition, and dysbiosis, from childhood to adult life.
- 3 Apply evidence-based approaches to integrate knowledge into clinical practice.

TARGET AUDIENCE



Gastroenterology specialists

EDUCATIONAL CONTENT



1 hour courses
Microlearning



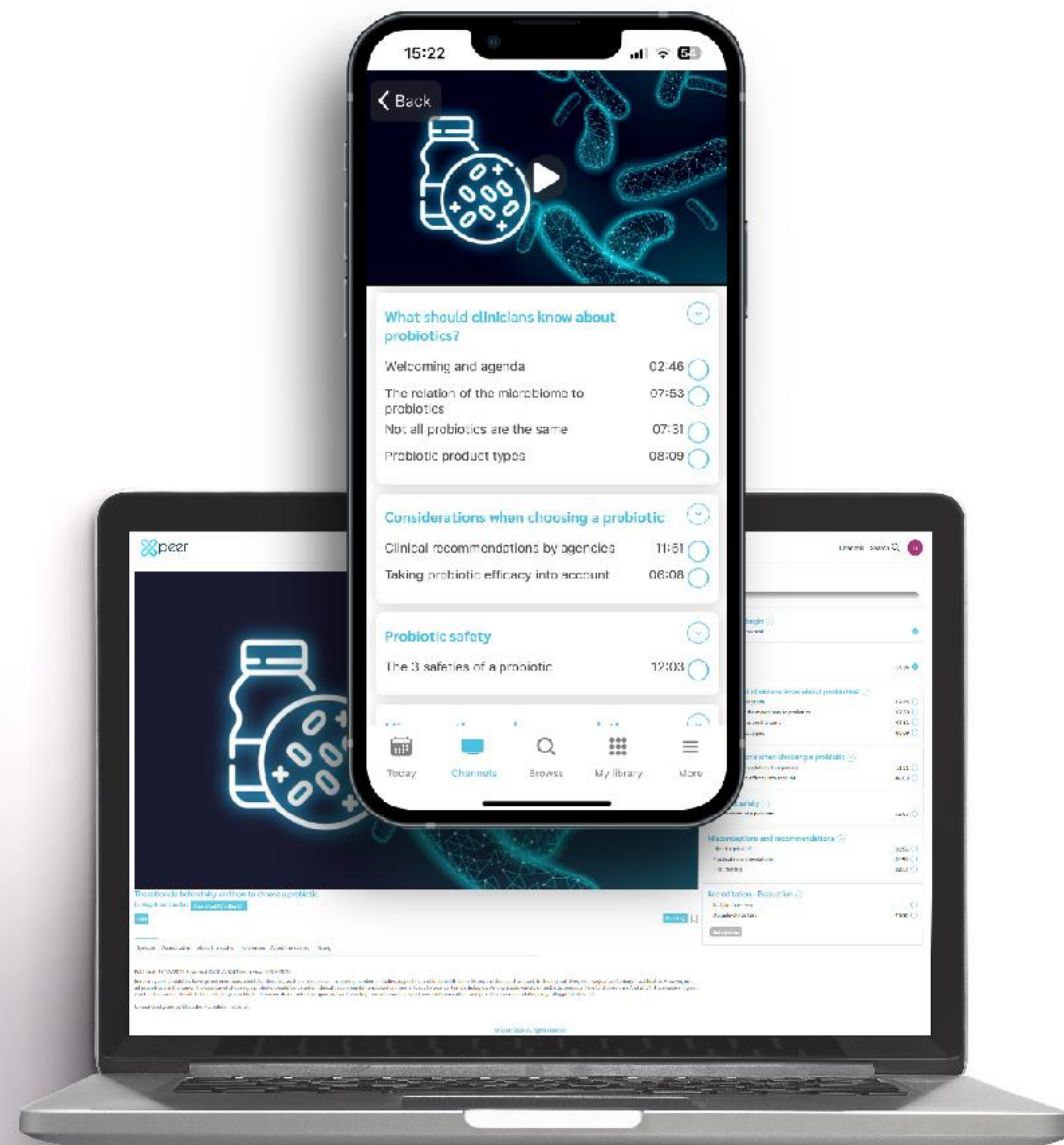
Video format: engaging visuals



Multilingual: content translated into
learners' language (EN, ES, FR, PT, RU,
UA, VE)



Accreditation: 1 ECMEC® per course



EDUCATIONAL PROGRAM

6 COURSES - 6 ECMEC

Gut microbiota development and health consequences

Gut microbiome dysbiosis

Gut microbiota and gastrointestinal symptom

Gut microbiota-metabolic disease relationship

Drugs-gut microbiota interaction

Choosing a probiotic

Microbiota in
gynecology

Drugs-gut microbiota
interaction

New updated version

FREE

Available
for free



e-platform
App and
web

2021

2022

2023

2024

Sustainability of funding over time

IMPACT OF THE PROGRAM

PARTICIPATION

+5,000
LEARNERS
ENROLLED

Top Specialties	
Gastroenterology	
Family Medicine	
General practice	
Pediatrics	
Internal medicine	
General surgery	
Infectious disease	
Dermatology	
Endocrinology	
Preventive medicine	
Emergency medicine	
Obstetrics, Gynecology	

PROGRAM OUTCOMES

LEARNER'S ENGAGEMENT



3,347 hours
of content watched



48%
completion rate



1,5 hours
Average time spent

70%
obtaining credit

Courses completed	Number of learners
1	1609
2	272
3	79
4	44
5	24
6	60
Grand Total	2088

IMPACT OF THE PROGRAM

PARTICIPATION IN EUROPE

+35 COUNTRIES

Top 10 Countries	Learners
Spain	729
Russia	244
France	189
Italy	181
Portugal	132
United Kingdom	82
Belgium	81
Ukraine	40
Poland	26
Switzerland	25

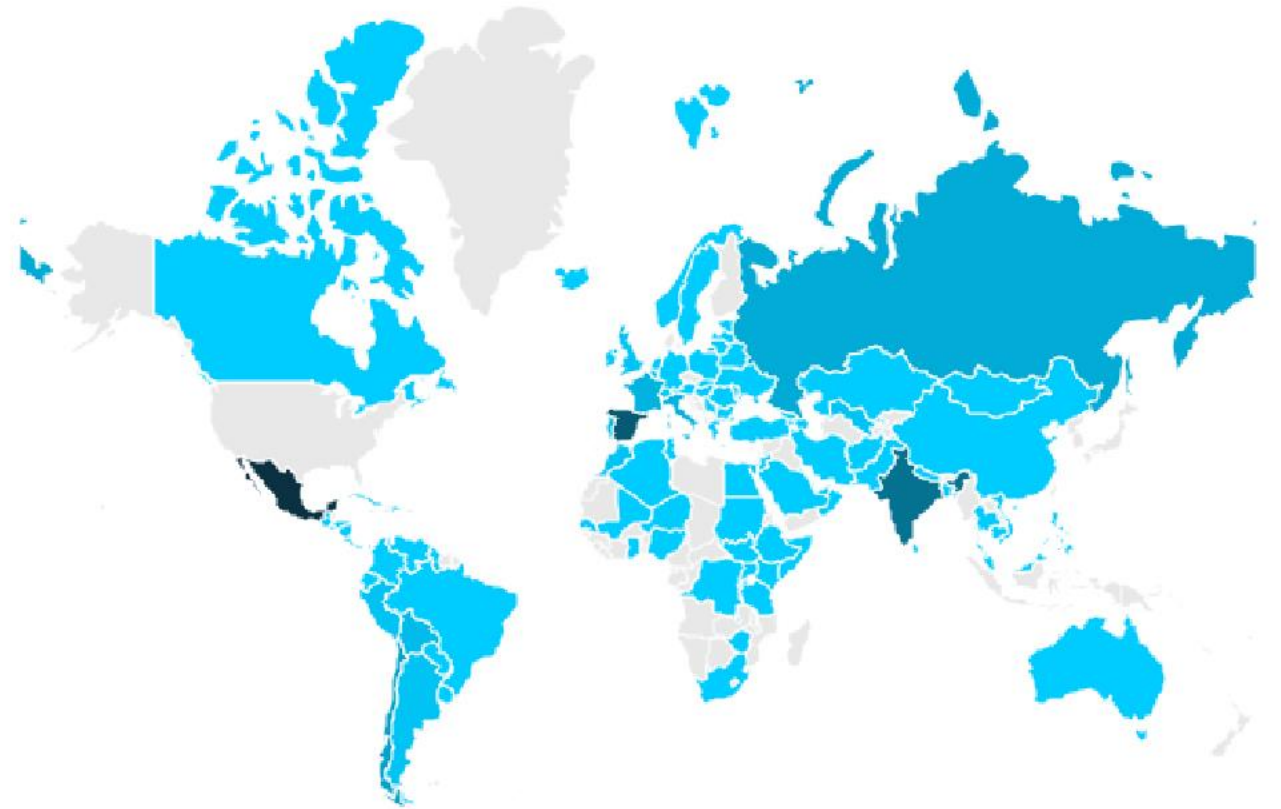


IMPACT OF THE PROGRAM

PARTICIPATION WORLDWIDE

+100 COUNTRIES

Top 10 Countries	Learners
Mexico	1027
India	589
Chile	277
Bolivia	131
United States of America	102
Morocco	63
Argentina	59
Myanmar (formerly Burma)	58
Uzbekistan	52
Peru	51



PROGRAM OUTCOMES

SATISFACTION & KNOWLEDGE

4.6
/5

Average rating of
modules in program (1-5)

**Participant's
feedback**

- Course structure & presentation
- Clarity and conciseness
- Content's update
- Depth of content
- Practical applicability

71%

Participants that
pass the post-course
assessment

91%

Participants that will
implement the information
in their practice

Ongoing pre- vs post-course data analysis

DISSEMINATION OF THE PROGRAM

MARKETING ACTION



Actions by Xpeer

- Social media
- e-mailing and newsletter
- Trailer of each course
- META ad campaigns



WGO web integration



World Gastroenterology Organisation

Global Guardian of Digestive Health. Serving the World.

WHO WE ARE MEMBERSHIP EDUCATION & TRAINING MEETINGS GUIDELINES PUBLICATIONS

Educational Programs

Below please find the latest educational offerings from WGO and some of our partners!

A great opportunity for Healthcare Professionals to be certified on microbiota

Xpeer Medical Education, the global reference in digital medical education, is launching a set of free accrediting courses to improve physician's knowledge about the importance of human microbiota on health with the support of an unrestricted grant by Biocodex Microbiote Institute.

With the practicality of an app, yet, with the expertise of scientists, you can get AMA or FACOMF credits.

EXAMPLE OF GROWTH WITH MARKETING CAMPAIGNS

Microbiota channel

JANUARY

Registrations = 106 ↑ 1141,51%

Channel visits = 1.377 ↑ 508,39%

Started courses = 1.467 ↑ 74,10%

Completed courses = 597 ↑ 95,56%

Test diplomas = 321 ↑ 157,48%

Content views = 6.745 ↑ 123,23%

Total average ↑ 350%

DECEMBER

Registrations = 2.632

Channel visits = 16.755

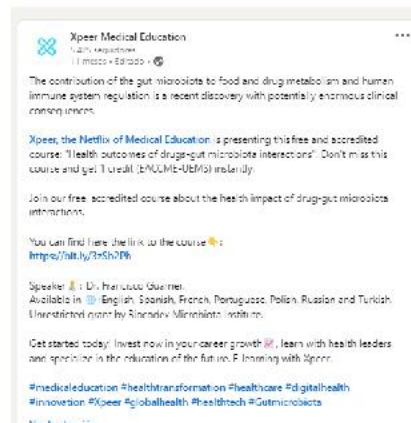
Started courses = 5.108

Completed courses = 2.335

Test diplomas = 1.653

Content views = 30.114

Web integration, promotional banners, landing page...





THE ONLY APP ACCREDITED BY THE UEMS



Official credits from the European Accreditation Council, issued by the UEMS, the oldest medical organization in Europe, an organization that brings together more than 1.6 million medical specialists, credits valid in more than 27 countries in Europe, the United States and Canada.

Discover how to enhance
**HCPs engagement through
Netflix-style accredited medical
education**

