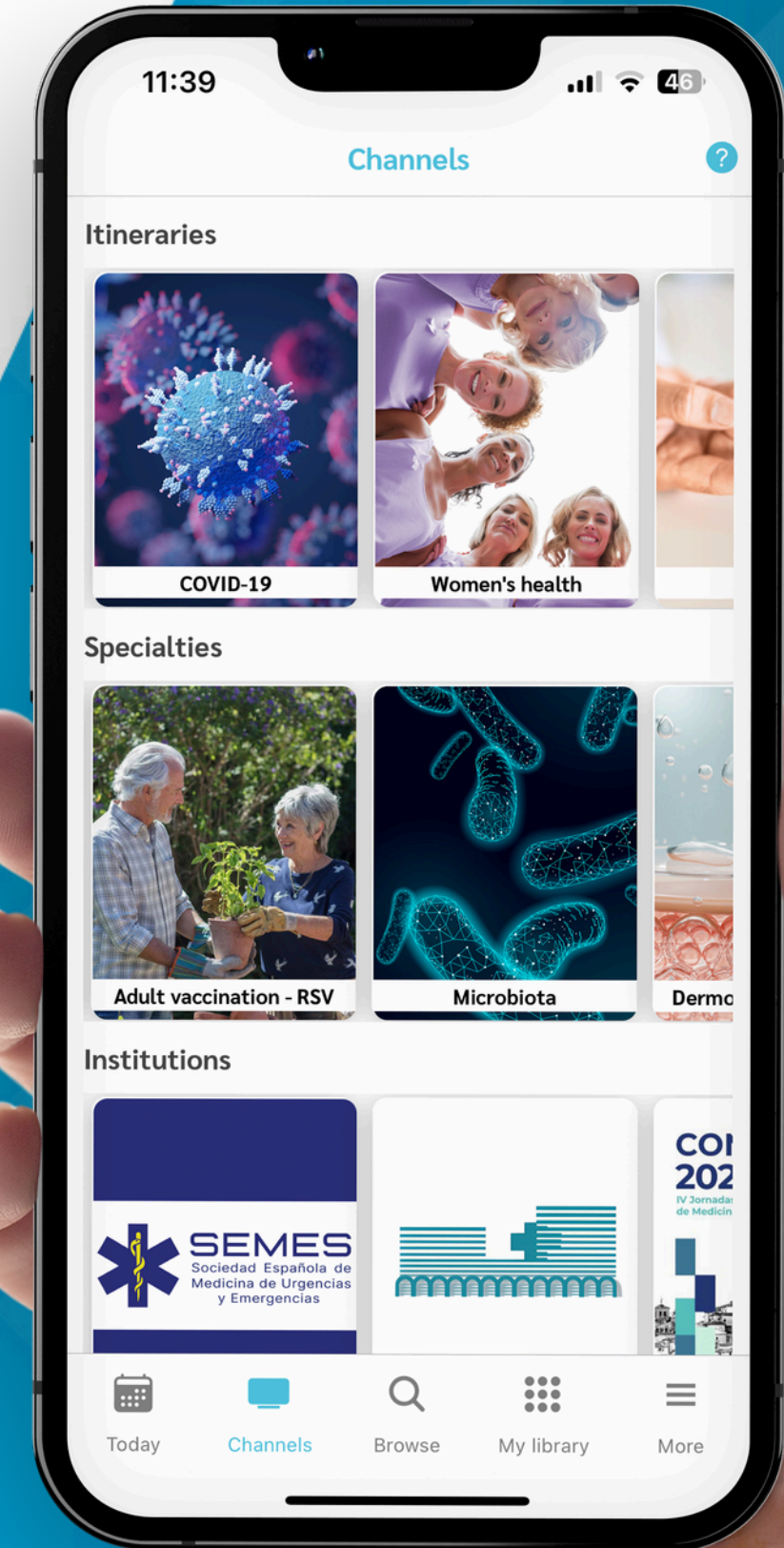




Microbiota Channel

Accredited Medical Education case success



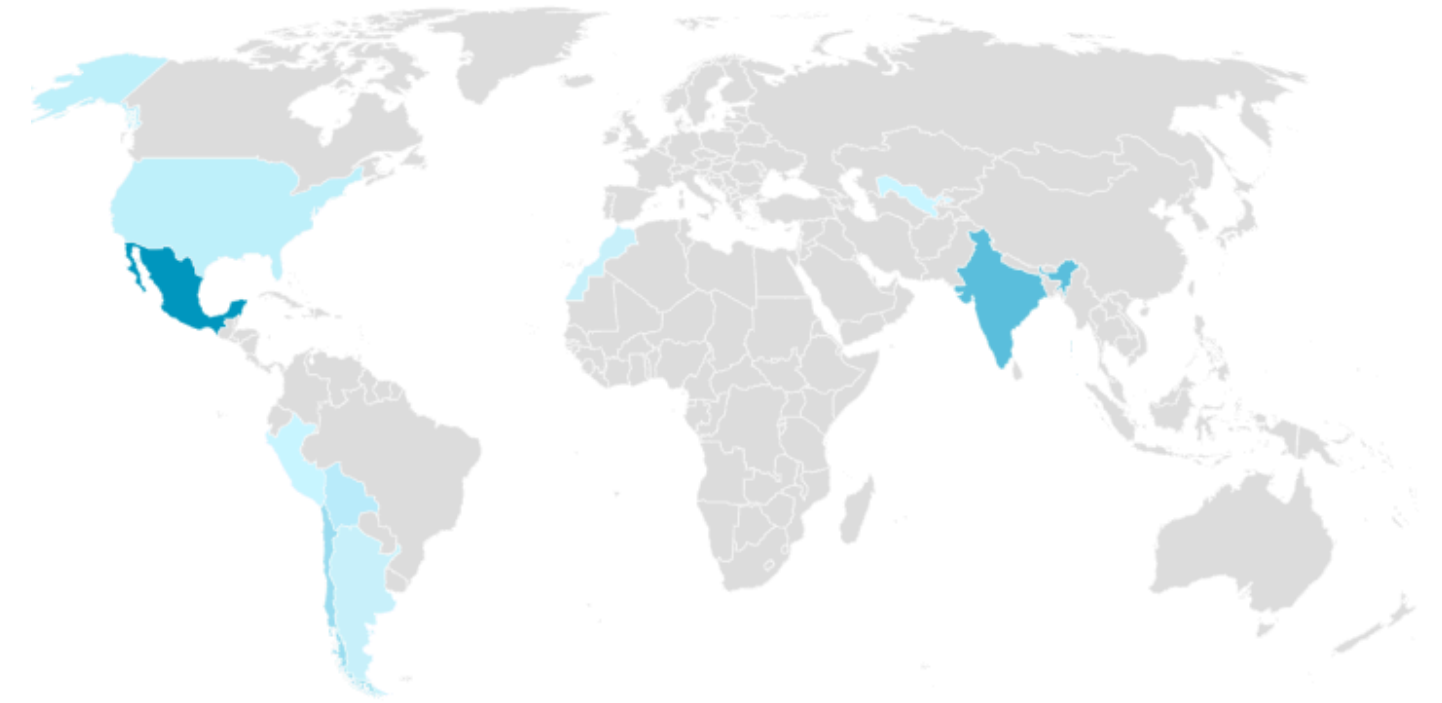
Key figures

The Microbiota Channel was designed to transform accredited medical education into a scalable, measurable and globally coordinated scientific initiative. In a therapeutic area **experiencing rapid growth and increasing scientific complexity**, the objective was to move beyond isolated educational campaigns and build a consolidated, **long-term medical ecosystem**.

The initiative focused on positioning microbiota as a driver of clinical engagement, leveraging accredited content to strengthen credibility and foster sustained professional interaction. Rather than concentrating solely on reach, the strategy aimed to **activate high-value healthcare professionals and generate meaningful educational outcomes** linked to clinical practice.

The channel was structured as a multilingual, UEMS-accredited educational hub, accessible across multiple markets and **fully integrated into an omnichannel ecosystem**. It combined scientific rigor, digital distribution and performance measurement, ensuring that the educational experience delivered both medical value and **strategic impact**.

With participation spanning over 100 countries and sustained annual growth exceeding 18%, the **Microbiota Channel** evolved from a high-potential initiative into a consolidated global educational platform. Its success demonstrates how accredited medical education can function not only as a **knowledge-transfer mechanism**, but as a **strategic asset capable of strengthening medical positioning, engaging prescribers** and delivering measurable educational and clinical returns.



| Country | Learners |
|--------------------------|----------|
| Mexico | 2230 |
| Spain | 1634 |
| India | 993 |
| Rusia | 374 |
| United States of America | 231 |
| Colombia | 336 |
| France | 335 |
| Portugal | 327 |
| Italy | 222 |
| Belgium | 170 |



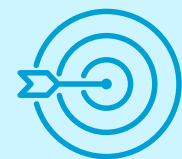
The challenge

Microbiota was rapidly gaining scientific relevance, yet educational initiatives were fragmented and often limited to short-term awareness campaigns. The challenge was not only to inform, but to build credibility, activate specialists globally, and measure real educational impact.

Objectives:



Strengthen scientific positioning



Activate high-value specialists



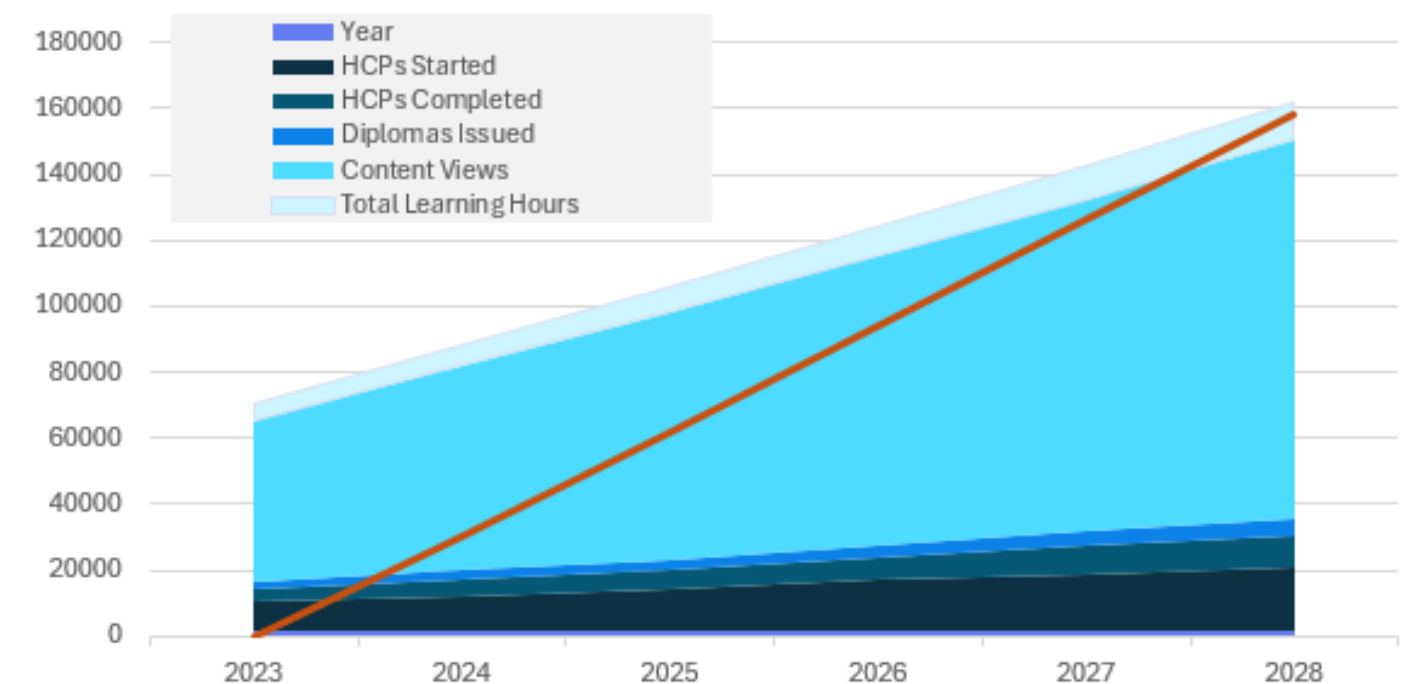
Deliver accredited content



Measure educational and clinical ROI

The goal was not reach. It was long-term medical positioning.

Microbiota Channel Growth & Projection (2023–2028)



🌅 Building the Microbiota Channel

The initiative evolved into a multilingual, UEMS-accredited channel designed to centralise scientific knowledge in microbiota and transform education into a scalable ecosystem.

It combined:

- Scientific excellence
- Modular microlearning
- Global deployment
- Omnichannel amplification
- Performance tracking



Scientific Excellence at the Core

Every course was built on:

- In-depth literature review
- Guideline alignment
- Top-tier KOL collaboration
- Case-based design
- Multilingual medical validation
- UEMS accreditation

Research

KOL

Production

Validation

Accreditation



Coordinated Global Activation

To maximise impact, the program was deployed through a fully integrated omnichannel strategy combining digital amplification and CRM integration.

META global campaigns

Seamless integration
with website and CRM

UEMS-accredited content with
microlearning design

Multichannel distribution: social
media, newsletters, landing pages,
and Xpeer platform

Post-course surveys to track
clinical impact

Synchronized activation increased penetration in priority HCP segments.



Measurable Educational Impact

The program moved from exposure to measurable performance improvement.

13.170

Unique HCPs

3,404

Diplomas obtained

87,6%

Video completion rate

37 min

Average watch time

+17%

Knowledge lift

4.8/5

NPS

**GOLD KPI:
INTENT TO CHANGE THE PRACTICE 92%**



Best performing courses

Its strong clinical applicability and decision-making focus drove higher activation and completion rates across specialties.

The rationale behind why and how to choose a probiotic



HCPs Started
2453

HCPs Completed
1245

Diplomas
808

Health outcomes of drugs–gut microbiota interactions



HCPs Started
2193

HCPs Completed
711

Diplomas
900

Detection, prevention and treatment of gut microbiome dysbiosis



HCPs Started
1323

HCPs Completed
750

Diplomas
528





Conclusions & CTA

Medical education is **often treated as a visibility tool.**

At Xpeer, we have proven it can become a **measurable driver of clinical change.**

Through global accreditation, omnichannel activation and longitudinal measurement, we learned:

- ✓ Engagement is not about clicks — it is about time invested and depth of interaction.
- ✓ Intent to change practice is more powerful than impressions.
- ✓ Qualitative KPIs can be structured, automated and scaled.
- ✓ Clinical ROI can be measured.
- ✓ Long-term follow-up transforms education into real-world performance impact.

Education doesn't drive visibility. It drives change.





We learned that

- Time spent > impressions
- Confidence & intent > open rates
- Behavioral KPIs are measurable
- Education can generate clinical ROI

What we are building

- A global accredited medical ecosystem
- Automated Moore Level 5 measurement at scale
- Longitudinal follow-up (30 / 90 / 180 days)
- Integrated app + CRM data collection
- Real-world impact validation

**We are not measuring activity.
We are measuring value.**



Clicks don't treat patients. Education that changes behavior does.

HCP Testimonials

“

This course is directly applicable to daily practice.

”

“

Clear, practical and scientifically robust.

”

Client Testimonial

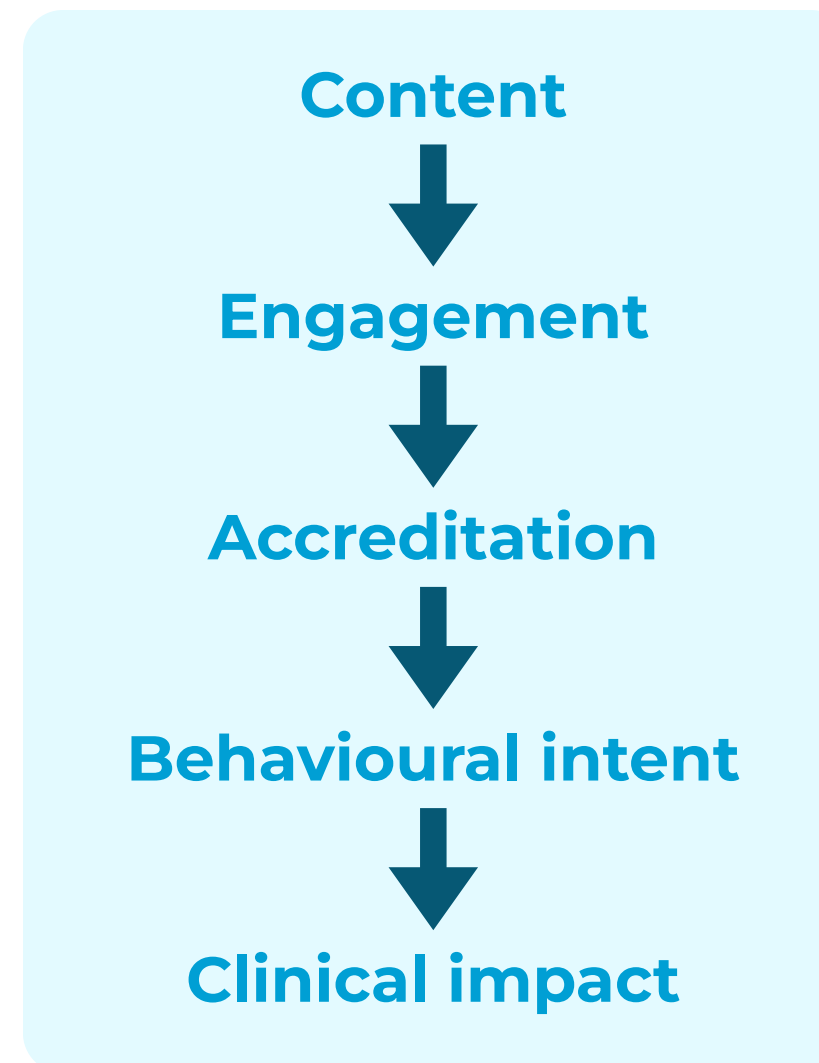
“

This initiative allowed us to combine scientific credibility with measurable performance.

”

The Microbiota Channel demonstrates how accredited medical education can:

- Activate global specialists
- Strengthen scientific positioning
- Integrate into omnichannel strategy
- Deliver measurable educational and clinical ROI
- Build sustainable medical ecosystems



Apply accredited medical education to your omnichannel strategy.



NEW 2026

Xpeer Moore Level 5™

MEDICAL AFFAIRS & CLINICAL IMPACT

Closing the loop between education and real-world clinical impact



Immediate Feedback

Moore Level 4™

Triggered instantly after course completion to capture the “moment of learning”.

- Automated post-activity surveys
- Measure satisfaction & confidence
- Intent to change practice (Level 4a)



Follow-up over time

Moore Level 5™

Longitudinal measurement ensuring that education translates into durable knowledge

- Intervals: 30 / 90 / 180 days
- Track knowledge retention
- Zero manual intervention required



Real-world impact

Moore Level 5™

Measuring the ultimate goal: actual performance change in clinical settings

- Moore Level 5 Outcomes data
- Evidence for accreditation & grants
- Quantifiable ROI for programs

Xpeer is one of the few platforms enabling Moore Level 5 measurement at scale

Fully automated, accredited, and data-driven.

Data collection via Xpeer App & Email

Automated, user-friendly follow-up surveys delivered in-app and by email

Moore's Outcomes Framework defines Level 5 as change in clinician performance. Moore DE Jr et al. *J Contin Educ Health Prof.* 2009;29:1-15.

Outcome measurement depends on healthcare professional participation. Xpeer provides automated tools to collect, monitor, and relaunch follow-up surveys when response rates are insufficient.