



## Title: Sushi & medical content consumption?

10.12.2025

Written by: *Louis Smets*

Reading time +/- 4 minutes

## Introduction

Physician engagement has never been more competitive or more critical. Between packed clinic schedules, information overload, and endless digital distractions, breaking through to busy schedule of Healthcare professionals (HCP) requires more than clever campaigns. It requires relevance, timing, and a strategy built with fast digestible content that actually converts.

According to Sermo's 2025 Program Impact Benchmarks survey,

- 63% of HCPs say they want short-form, bite-sized content that delivers fast facts
- 57% say they prefer short videos (under 5 minutes)

### % HCPs rate their demand as HIGH for the following content formats

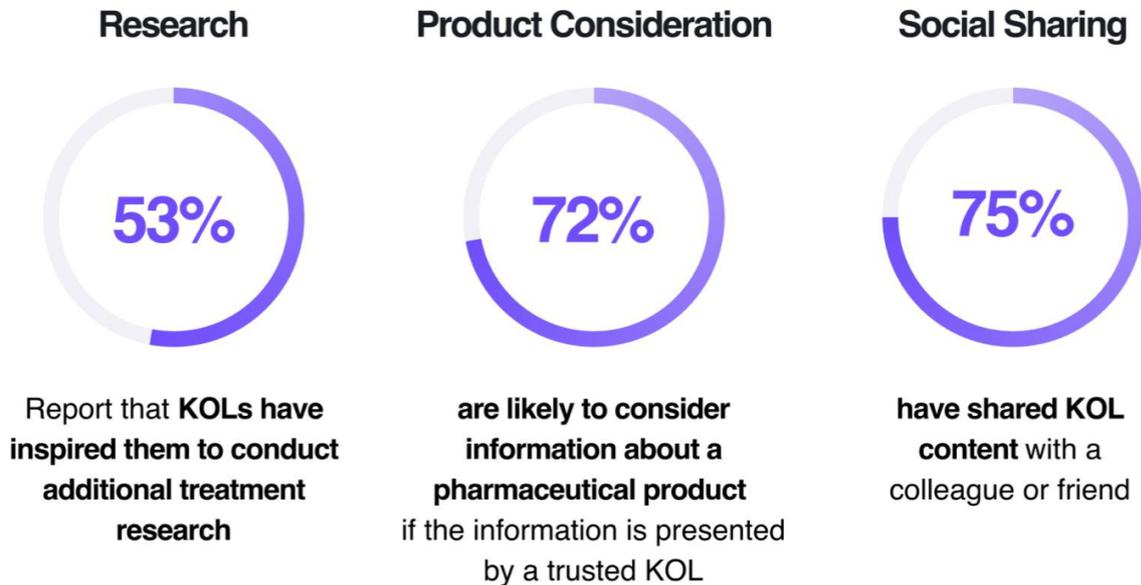


Physicians trust the voices of their peers, especially the key opinion leaders (KOLs). The RealTime KOLs Study (August 2024, N=1,010) found that:

- 53% of physicians say KOLs have inspired them to conduct additional treatment research
- 72% are more likely to consider product information when it comes from a trusted KOL

- 75% have shared KOL content with a colleague or friend

## Opinion Leader Content Inspires Physician Action



Several surveys investigated the attendance of HCPs at major medical congresses. It seems that 1/10 HCPs don't attend them at all and 5/10 attended only 1–2 congresses in the last year.

This means that critical clinical updates are often missed unless they're delivered in another format.

When we talk to HCPs, they don't want perfect hypotheticals; they want content that reflects the complexity of real practice. The most engaging programs show what clinical decision-making really looks like, including the gray areas and tough calls.

Engaging physicians isn't about doing more, it's about doing better.

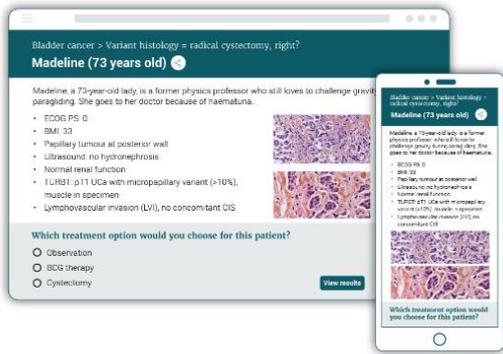
## Our experiment

Wouldn't it be great if CME could be more like sushi? Little pieces of easy-to-consume, relevant, up-to-date learning encounters taking only a few minutes?

### Online micro-CME: the Weekly Cases concept

The Weekly Cases concept is an email subscription programme with easy-to-consume clinical dilemmas. On a weekly or biweekly basis, subscribers get a clinical case in their mailbox or on social media. The case gives a concise description of relevant clinical information and contains 1 question: Which treatment would you recommend for this patient?

When choosing an option, the subscriber gets immediate feedback on what his peers answered and the recommendation on the appropriate answer from an international expert panel.

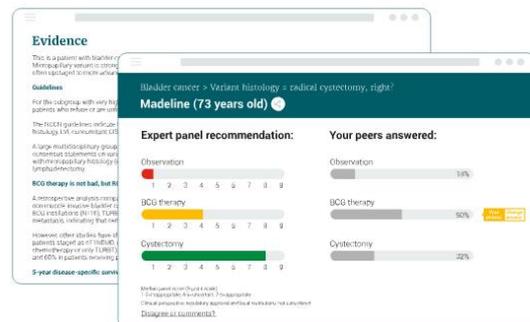


## Solve short patient cases relevant to your everyday practice

- Challenge yourself with relevant and realistic patient cases
- Stay up to date during your coffee break or commute without sacrificing your busy schedule
- Explore a variety of cases across several disease areas

## Mirror your opinion to expert panel recommendations

- Get instant evidence-based feedback
- Receive traffic light recommendations for all relevant clinical options
- Compare yourself with peers



## Online micro-CME: does it work?

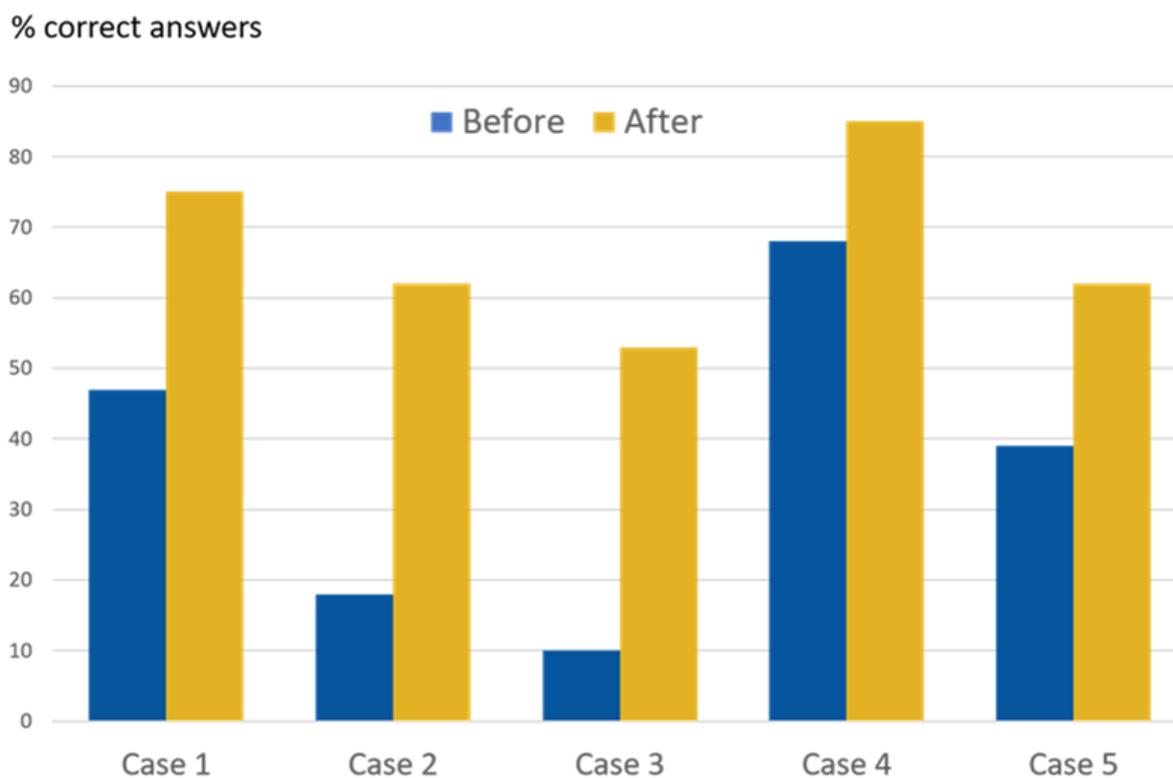
We conducted a satisfaction survey amongst users of the this micro-CME. The Net Promotor Score (NPS) was 58.9 (where a score 35-40% is industry average).

Highly appreciated aspects were:

- Conciseness
- Comparison with peers and experts
- Up-to-date evidence from clinical studies

In cooperation with Prof. Nele Michels from the University of Antwerp, Belgium a survey was sent out to examine if online micro-CME is really effective [2]. This online survey was completed by ~100 European general practitioners (GPs). It consisted of 5 short clinical cases for which the GP had to choose the most appropriate treatment or most likely diagnosis. Thereafter the participants were shown the recommendation from an expert panel, and a summary of scientific evidence and/or guidelines. Then the GPs were asked to reconsider their answers in light of the presented evidence.

After presenting the evidence the percentage of correct answers increased from 36% to 67%. Moreover, ~75% of GPs found the cases very relevant for their practice and the concept of micro-CME very useful.



The % of correct answers increases after participants were presented with the evidence.

Over the last 5 years we have conducted several CME activities (such as webinars, live meetings, mailings, social media,...) based on the micro-CME concept. The overall feedback we received from HCPs confirmed that they feel that this format of CME is not only effective but also helps them to win time.

## More reading

1. Stoevelaar H, Yperman J, De Loore W, et al. One year experience with micro-CME in prostate cancer: less is more? Presented at the 5<sup>th</sup> Global Congress on Prostate Cancer. Lisbon, Portugal, 28-30 June, 2017. Available at:  
<https://abstracts.mirrorsmed.org/abstracts/one-year-experience-micro-cme-prostate-cancer-less-more>
2. Michels N, Rees J, Andreeva E, et al. Online micro-CME: an efficient way of education in family medicine? Presented at the 2<sup>nd</sup> EURACT Medical Education Conference 2018. Leuven, Belgium, 21-22 September, 2018