Changing practice, improving care

An educational agenda driven by a passion for delivering high-impact training to healthcare professionals worldwide

ANNUAL REPORT 2016
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Introduction
Transformational learning for improved clinical impact
What is transformational learning? It is a transfer of knowledge that takes learners on a journey, equipping them with the experiences they need to make changes in real life – changes that support advancement, success, achievement.

In 2016, EXCEMED brought its transformative approach to healthcare practitioners all over the world.

As EXCEMED sees it, transformation in medical education flows from interprofessionalism, blended learning and an approach that focuses on achieving specific outcomes.

Medical education should open a dialogue among medical specialties to create opportunities for multidisciplinary problem-solving. This type of exchange leads to improved patient care. EXCEMED facilitates interprofessional learning through its dynamic scientific programmes with the view that optimal healthcare comes partly from strong collaborative work relations. EXCEMED’s first Train-the-trainer course, “Multidisciplinary and interprofessional approach to the management of head and neck cancers” (Milan, Italy, 22–23 November 2016) gave participants two days to explore communication in a multidisciplinary team.

By serving healthcare practitioners from diverse cultures and learning backgrounds, EXCEMED understands that there are many ways to approach learning. Transferring knowledge in a lasting way requires a blended strategy: reinforcing concepts from different angles or through different modes of delivery. In 2016, EXCEMED strived for this in its live scientific programmes, e-learning developments and enduring resources. The new MSTalks video series, which uses scribed animation to convey complex topics in multiple sclerosis, stands out as a highlight from the past year.

What does all this learning come to? Outcomes, which are only achievable by first understanding gaps in knowledge. For EXCEMED, specific learning objectives are paramount when creating scientific programmes because strategic planning brings stronger results. This year, even greater emphasis was placed on assessing learning effectiveness through an innovative new survey and reports system housed on excemed.org. The learning impact data reported by healthcare practitioners who attended our live programmes tell a story of continued success and clinical evolvement.

EXCEMED is pleased to present its 2016 transformational learning achievements in the pages of this annual report.
Featured accomplishments 2016

Improving the patient’s life through medical education
Dynamic new learning formats

Reaching healthcare practitioners from different backgrounds and all levels of expertise

A guided journey through a modern IVF centre

This two-day educational course featured an innovative mix of traditional lectures, interactive case studies and real experience visiting labs and operating rooms in the IVF Unit at G.EN.E.R.A clinic in Rome, Italy. The course offered clinicians, embryologists and scientists working in assisted reproductive medicine an opportunity to focus on some of the most attractive advances in their field.

Train-the-Trainer

To facilitate their growing competence, healthcare professionals must understand facts and ideas within the conceptual framework of multidisciplinary cancer care. Our Train-the-Trainer course offers a model for collaborative practice, guiding participants on how to structure common patterns of reasoning in a multidisciplinary team. Rather than explore the clinical treatment and management of colorectal cancer, the course focuses on interprofessional communication, which is critical in all phases of collaborative patient care.
Translational research — the interface between basic research and clinical investigation — will likely enable further clinical progress in cancer treatment. This educational initiative was a guided discussion among global experts. They convened to discuss latest achievements and future perspectives in the translational research of molecular oncology. An exclusive group of talented researchers and clinicians had the opportunity to join the discussion, seizing the possibility of exploring key topics for future projects.

Masterclass for masters

Graphic scribing was used to capture the takeaway messages from the practice teaching course, The multidisciplinary and interprofessional approach to the management of head and neck cancers.

MILAN, ITALY, 22-23 NOVEMBER 2016
Journey of discovery in ART

The role of recombinant LH in ART continues to be explored in the laboratory and clinic, further characterizing the relevance of, and evidence base, regarding LH use in controlled ovarian stimulation (COS) protocols. EXCEMED convened the First world conference on luteinizing hormone (LH) in ART in Naples, Italy, May 2016. The topic of LH was then brought to Bangkok, Thailand in November 2016 to give practitioners in Asia Pacific the opportunity to be updated in this rapidly evolving field.

Liquid biopsy: part of personalized cancer care

Tumors are heterogeneous and evolve over time, making clinical decisions suboptimal when they are based on tumor tissue biopsies. A liquid biopsy makes it possible to look at the genetic makeup of the tumor through a blood test. This process might provide a representative portrait of cancer and can be easily repeated over time. The EXCEMED practice teaching course on liquid biopsy gave a substantive overview of the main approaches in the liquid biopsy field and offered the possibility to be trained in hands-on laboratories on the latest liquid biopsy techniques.
MSTalks

Lasting no longer than 20 minutes each, MSTalks give a young healthcare audience crucial messages in MS management from some of the world’s top neurologists.

Sleek, casual, interesting to watch; a fresh and dynamic graphic animation invigorates the talks, making them perfect for younger neurology professionals. Each viewer comes away with clear takeaway messages they can apply to their daily practice or use as a talking point with colleagues.

Episodes launched in 2016 gathered wide attention through social media:

- **Episode 1**
  Pathology of multiple sclerosis, W. Brueck (Germany)
- **Episode 2**
  Diagnostic criteria, A. Rovira (Spain)
- **Episode 3**
  Progressive Multifocal Leukoencephalopathy in MS, A. Gass (Germany)
- **Episode 4**
  Treatment of spasticity in progressive patients, F. Lublin (USA)
- **Episode 5**
  Cognitive impairment assessment, M.P. Amato (Italy)
- **Episode 6**
  Biomarkers of disease and treatment response, C. Gasperini (Italy)
- **Episode 7**
  Conventional and unconventional imaging of MS, N. De Stefano (Italy)
- **Episode 8**
  New treatment algorithms in multiple sclerosis, G. Comi (Italy)
2016
Key statistics

EXCEMED reached 130,431 healthcare practitioners through live and online scientific programmes in 2016.

- 22 Countries hosted live scientific programmes
- 60 Live and online scientific programmes
- 483 Faculty contributing to live scientific Programmes
- 4,341 Participants at live scientific programmes
- 125,691 Healthcare practitioners reached by www.excemed.org
- 130,445 Total healthcare practitioners reached
- 4,759,409 Total healthcare practitioners reached on social media
The learner’s expertise determines the level of education we offer in any given experience. Our learner’s profile method makes it possible to deliver the right knowledge and training to the right audience. This is how EXCEMED continues to answer the diverse needs of medical professionals around the globe.
Learning effectiveness

Our learning effectiveness assessment begins prior to our scientific programmes and concludes three months after the activities. The three-month follow-up assessment concentrates mainly on how daily clinical practice has changed as a result of the learning experience.

We look at how competence and knowledge levels have changed among learners and establish the actual changes they applied to their clinical practice within three months of the educational activity.

Our scientific programmes, regardless of their size, always include sessions dedicated to practice, real-world case discussions and practical working groups.

<table>
<thead>
<tr>
<th>CARDIOMETABOLIC AND ENDOCRINOLOGY</th>
<th>ONCOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in Knowledge: <strong>22%</strong></td>
<td>Increase in Knowledge: <strong>52%</strong></td>
</tr>
<tr>
<td>Increase in Competence: <strong>47%</strong></td>
<td>Increase in Competence: <strong>63%</strong></td>
</tr>
<tr>
<td>Actual change in practice: <strong>71%</strong></td>
<td>Actual change in practice: <strong>88%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEUROLOGY</th>
<th>REPRODUCTIVE MEDICINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in Knowledge: <strong>25%</strong></td>
<td>Increase in Knowledge: <strong>23%</strong></td>
</tr>
<tr>
<td>Increase in Competence: <strong>107%</strong></td>
<td>Increase in Competence: <strong>66%</strong></td>
</tr>
<tr>
<td>Actual change in practice: <strong>76%</strong></td>
<td>Actual change in practice: <strong>68%</strong></td>
</tr>
</tbody>
</table>
Learning satisfaction

We are renowned for our close collaboration with some of the most highly valued scientific experts in the world. These relationships have helped forward our global presence and credibility in each of our specialty areas.

94% overall event satisfaction across medical specialties.

*SATISFACTION ACROSS MEDICAL SPECIALTIES*

96% Overall event satisfaction
90% Learning objectives met
93% Unbiased rate
96% Benefit to patients
97% Would recommend the programme

*Only data from respondents who answered the pre-, post- and follow-up event surveys are included.*
The live learning experiences

Transformational learning in medical education is a continuum of blended experiences that guide toward reflective practice and lasting knowledge.

Live digital recording illuminates topics at the regional conference, Diabetes and Thyroid Diseases: clinical features and management

Lisbon, Portugal, 14 May 2016
Cardiometabolic and endocrinology

**Conference**
† Manila, Philippines  
Apr 16 - 17, 2016  
2016 Asia Pacific conference - Thyroid diseases: clinical features and management  

**Conference**
† Ho Chi Minh City, Vietnam  
Apr 23 - 24, 2016  
2016 Asia Pacific conference on cardiometabolic diseases management  

**Conference**
† Lisbon, Portugal  
May 14, 2016  
Diabetes and Thyroid Diseases: clinical features and management  

**Conference**
† São Paulo, Brazil  
Jul 22 - 23, 2016  
2016 Latin American conference on cardiometabolic diseases management: Health emergencies in focus  

**Practice teaching course**
† Pisa, Italy  
Oct 7 - 8, 2016  
International Course of Thyroid Ultrasonography and minimally invasive procedure  

**Conference**
† Buenos Aires, Argentina  
Nov 7, 2016  
The Expert’s view on growth hormone disorders  

**Workshop**
† Lyon, France  
Nov 17 - 18, 2016  
IMAGE: Insights into MAnaging Growth for Endocrine nurses  

**Workshop**
† Marrakech, Morocco  
Nov 26, 2016  
5th EMEA forum on cardiovascular risks  

“It was my third time attending this course. It is a great opportunity to learn.”

Latin America Conference on Growth Hormone Disorders, Buenos Aires, Argentina, 7 November 2016
The updates will change my current practice. I’ll be more confident in decision making with regard to the management of patients with thyroid diseases. The practice sessions showed me the ease with which ultrasound guided biopsies can be done.

2016 Asia Pacific conference Thyroid diseases: clinical features and management, Manila, Philippines, 16-17 May 2016

“Excellent presentations and very helpful content: the take home messages through live graphic recording were great.”

Diabetes and thyroid diseases: clinical features and management Lisbon, Portugal, 14 May 2016
“This programme improved my overall knowledge about MS and the faculty’s enthusiasm for MS patients was an inspiration to me.”

Practice teaching course in MS knowledge, Barcelona, Spain, 13-14 June 2016

Workshop
† Rome, Italy
Jan 29, 2016
Updates on MS treatment management

Workshop
† Bari, Italy
Feb 5, 2016
Updates on MS treatment management

Workshop
† Siena, Italy
Feb 24 - 25, 2016
Clinical and research application of MRI to diagnosis and monitoring of multiple sclerosis

Practice teaching course
† Istanbul, Turkey
Mar 21 - 23, 2016
Hands on course on clinical management of adult and paediatric multiple sclerosis

Conference
† Berlin, Germany
Apr 9 - 10, 2016
Multiple sclerosis: meeting unmet needs through scientific discoveries and clinical practice

Satellite symposium
† Copenhagen, Denmark
May 28, 2016
Current and future treatments for MS an EXCEMED Satellite Symposium at the 2nd EAN Congress

Practice teaching course
† Barcelona, Spain
Jun 13 - 14, 2016
Practice teaching course in MS knowledge

Workshop
† London, United Kingdom
Sep 13, 2016
MS Academia: Multiple sclerosis advanced course

Workshop
† London, United Kingdom
Sep 13, 2016
18th MS Nurse international workshop
LEARNER SATISFACTION

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>96%</td>
<td>Average satisfaction rate</td>
</tr>
<tr>
<td>91%</td>
<td>Learning objectives met</td>
</tr>
<tr>
<td>97%</td>
<td>Unbiased rate</td>
</tr>
<tr>
<td>94%</td>
<td>Benefit to patients</td>
</tr>
<tr>
<td>95%</td>
<td>Would recommend the programme</td>
</tr>
</tbody>
</table>

“This is my third consecutive year of attending MS Academia. It allows me to be updated by world experts in an expedient manner.”

MS Academia: Multiple sclerosis advanced course, London, UK, 13 September 2016

Practice teaching course
- Valens, Switzerland
- Oct 6 - 7, 2016
- Residential course on rehabilitation in multiple sclerosis

Practice teaching course
- Milan, Italy
- Oct 13 - 14, 2016
- In-depth MRI techniques and analysis in multiple sclerosis

Workshop
- Milan, Italy
- Dec 13, 2016
- Nuove terapie, nuove strategie in MS

Workshop
- Siena, Italy
- Dec 15 - 16, 2016
- MRI Lab: la Risonanza Magnetica nella gestione delle malattie neurodegenerative - dalla ricerca alla pratica clinica

Conference
- Buenos Aires, Argentina
- Nov 16, 2016
- 2016 Pre-LACTRIMS Conference

Satellite symposium
- Baveno, Italy
- Nov 24, 2016
- EXCEMED Satellite Symposium at the Charcot Foundation Conference - Reshaping the immune system in multiple sclerosis: a sustainable goal?

Workshop
- Bari, Italy
- Dec 16, 2016
- Nuove terapie, nuove strategie in MS

“Not only useful as a refresher course, but also as a better solid understanding of basic science.”

From bench to bedside: news and views in multiple sclerosis Muscat, Oman, 29 October 2016
“Even a doctor who is experienced in surgery or chemotherapy of colorectal cancer needs to become acquainted with the strategy of the most experienced team in management of patients.”

Practice teaching course in metastatic colorectal cancer
Paris, France, 23-26 May 2016

“A workshop discussion during “Practice teaching course: In depth head and neck cancer management”
KASHIWA, JAPAN, 11-13 JULY 2016

“It was very useful for me to see the organization and function of an MDT oncological team in stage IV colorectal cancer and we will apply this knowledge in the future at our institute.”

Practice teaching course in metastatic colorectal cancer management, Liverpool, United Kingdom, 31 August - 2 September 2016

Practice teaching course
Villejuif, France
Feb 15 - 18, 2016
Multidisciplinary care in metastatic colorectal cancer

Satellite symposium
Milan, Italy
Feb 16, 2016
Symposium held in conjunction with ESMO Sarcoma & GIST Conference 2016: Potential for immunotherapy in soft tissue sarcoma

Practice teaching course
Milan, Italy
Mar 2 - 4, 2016
Practice teaching course in head and neck cancer

Practice teaching course
Villejuif, France
May 23 - 26, 2016
Practice teaching course in metastatic colorectal cancer

Practice teaching course
Madrid, Spain
May 25 - 26, 2016
Practice teaching course on liquid biopsy
**LEARNER SATISFACTION**

- **95%** Average satisfaction rate
- **91%** Learning objectives met
- **90%** Unbiased rate
- **98%** Benefit to patients
- **98%** Would recommend the programme

### Workshop
- **Shanghai, China**
- **Jun 19, 2016**
  
  2nd Sino-Euro-US colorectal multidisciplinary (MDT) workshop

### Practice teaching course
- **Naples, Italy**
- **Jul 6 - 8, 2016**
  
  Metastatic colorectal cancer: from disease biology to clinical management

### Workshop
- **Shanghai, China**
- **Aug 26, 2016**
  
  Precision medicine in GI oncology: present and future

### Practice teaching course
- **Kashiwa, Japan**
- **Jul 11 - 13, 2016**
  
  In-depth head and neck cancer management

### Workshop
- **Shanghai, China**
- **Sep 12 - 13, 2016**
  
  Practice Teaching Course on bringing precision medicine to gastrointestinal cancer

### Practice teaching course
- **Kashiwa, Japan**
- **Dec 5 - 7, 2016**
  
  In-depth head and neck cancer management

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“We can see and feel real experience with a multidisciplinary team and can make changes to our daily clinical practice.”

Practice teaching course: In depth head and neck cancer management, Kashiwa, Japan, 11-13 July 2016
“Discussion in small groups is more useful than at some of the big congresses.”

Practice teaching course at the Fertility Centre
Hamburg, Hamburg, Germany, 23-24 September 2016

Reproductive medicine

Conference
📍 Prague, Czech Republic
Apr 22 - 23, 2016
Insights into the ovary, oocyte and beyond: key to success

Conference
📍 Naples, Italy
May 27 - 28, 2016
First world conference on luteinizing hormone in assisted reproductive technology: A flight of discovery

Practice teaching course
📍 Rome, Italy
Jun 9 - 10, 2016
Practice teaching course in IVF: A guided journey through a modern centre

Workshop
📍 Helsinki, Finland
Jul 2, 2016
Pre-ESHRE advanced course in embryology IVF today: is it possible to further improve the clinical outcomes?

Conference
📍 Kuala Lumpur, Malaysia
Sep 17, 2016
Regional Scientific Update Meeting Featuring Highlights from ESHRE 2016: Asia Pacific

Practice teaching course
📍 Rome, Italy
Sep 22 - 23, 2016
Practice teaching course in IVF: A guided journey through a modern centre

Practice teaching course
📍 Hamburg, Germany
Sep 23 - 24, 2016
Practice teaching course at the Fertility Centre Hamburg

Conference
📍 Bangkok, Thailand
Nov 19 - 20, 2016
First world conference on luteinizing hormone in ART: Landing in Asia Pacific

First world conference on luteinizing hormone in assisted reproductive technology: A flight of discovery
NAPLES, ITALY, 27-28 MAY 2016
LEARNER SATISFACTION

98% Average satisfaction rate

86% Learning objectives met

90% Unbiased rate

97% Benefit to patients

99% Would recommend the programme

“I would recommend that every colleague who works in IVF participate annually to similar courses.”

Practice teaching course in IVF: A guided journey through a modern centre
Rome, Italy, 9-10 June 2016

“The presentations were polished and very relevant to my practice. It was like immersing myself in a new language and way of thinking”

Insights into the oocyte, ovary and beyond: Key to success
Prague, Czech Republic, 22-23 April 2016

“The experience offered international surroundings, possibilities to get to know doctors from other countries and up-to-date scientific talks.”

Insights into the oocyte, ovary and beyond: Key to success
Prague, Czech Republic, 22-23 April 2017

Experts debate hot topics at the Annual Conference in Reproductive Medicine: Insights into the ovary, oocyte and beyond: key to success
PRAGUE, CZECH REPUBLIC, 22-23 APRIL 2016
Financials 2016
Fixed costs over educational activity expenditures

<table>
<thead>
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<th>ACTUAL DECEMBER 31, 2016</th>
<th>ACTUAL DECEMBER 31, 2015</th>
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<td>FIXED COSTS</td>
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<td>229'287</td>
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<tr>
<td>TOTAL</td>
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<td>6'006'855</td>
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</table>

ACTUAL AS PER END OF 2016

97% Educational Activity Expenditures

3% Fixed Costs

ACTUAL AS PER END OF 2015

96% Educational Activity Expenditures

4% Fixed Costs
Governance

The high educational standards of EXCEMED are ensured through its Board of Directors and through its prestigious International Scientific Committee.
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