

# Broad and extensive reach

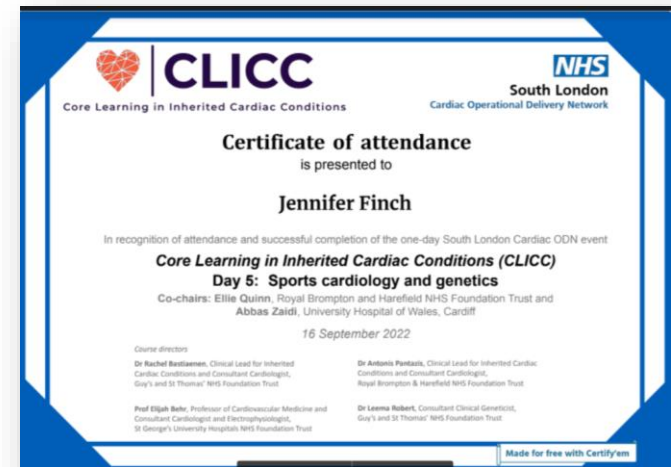
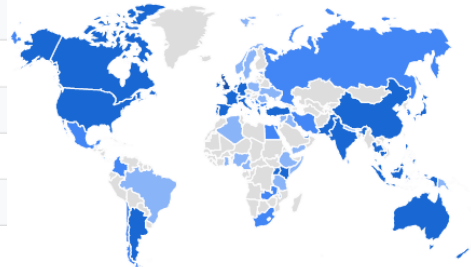
CLICC session	Registrants
CLICC 1	665
CLICC 2	457
CLICC 3	384
CLICC 4	440
CLICC 5	357
	<b>2,303</b>

- **2,300+ registrants**
- **1,200+ feedback forms**
- **704 certificates issued**
- **Global reach**

CLICC session	Feedback	Certificates
CLICC 1	466	223
CLICC 2	264	175
CLICC 3	205	145
CLICC 4	179	112
CLICC 5	87	49
	<b>1,201</b>	<b>704</b>

1	United Kingdom	2,607
2	United States	190
3	India	95
4	Ireland	44
5	Canada	28
6	Germany	28
7	Netherlands	25
8	Philippines	20
9	Pakistan	19
10	Spain	19

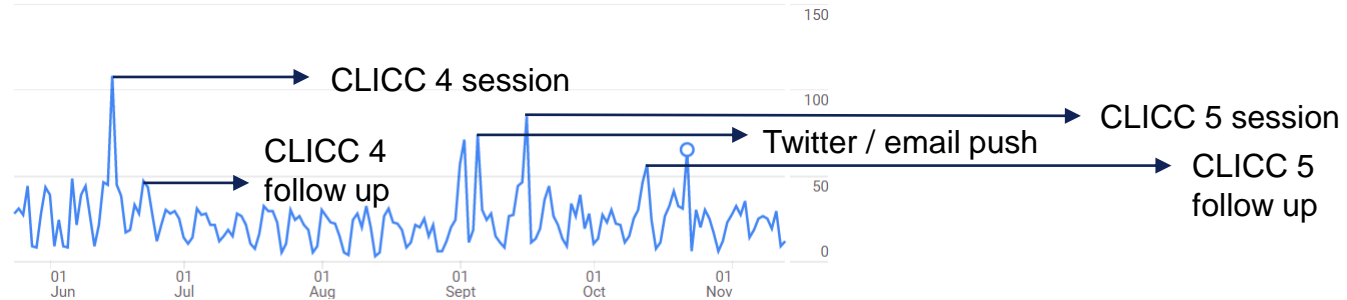
Sorted by Country



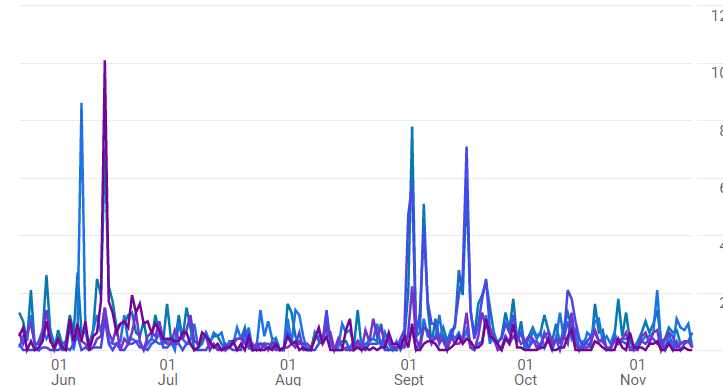
The map / numbers indicate unique users – impressive, given the specific clinical focus.  
Note: Figures above – as all following – are since SLICC spring conference (24 May-15 Nov).

# Web stats

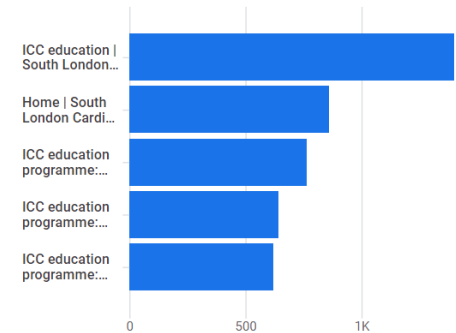
- **3,300+ unique users**
- **3,100+ new users**
- **CLICC main page gets more direct hits than the ODN homepage.**



Views by Page title and screen class over time



Views by Page title and screen class



Page title and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Con All e
1 ICC education   South London Cardiovascular Networks	10,886 100% of total	3,318 100% of total	3.28 Avg 0%	1m 12s Avg 0%	36,577 100% of total	
2 Home   South London Cardiovascular Networks	1,398	673	2.08	0m 44s	4,535	
3 ICC education programme: Session 5 - Sports cardiology and genetics   South London Cardiovascular Networks	860	539	1.60	0m 16s	2,772	
4 ICC education programme: Session 1 - Introduction to ICC and genetics   South London Cardiovascular Networks	765	419	1.83	0m 54s	2,643	
5 ICC education programme: Session 4 - Aortopathies and pregnancy   South London Cardiovascular Networks	641	365	1.76	0m 51s	2,150	
6 ICC education programme: Session 3 - Inherited arrhythmia syndromes   South London Cardiovascular Networks	621	315	1.97	1m 11s	2,143	
7 ICC education programme: Session 2 - Atrial fibrillation   South London Cardiovascular Networks	459	274	1.68	0m 53s	1,661	

Promotion and follow up create impact.

Each spike coincides with a twitterstorm, ODN newsletter, follow up email, etc.

The bottom graph is just another depiction of the spikes – the top pages are CLICC days. Pre / post session we drive people to each day's page.

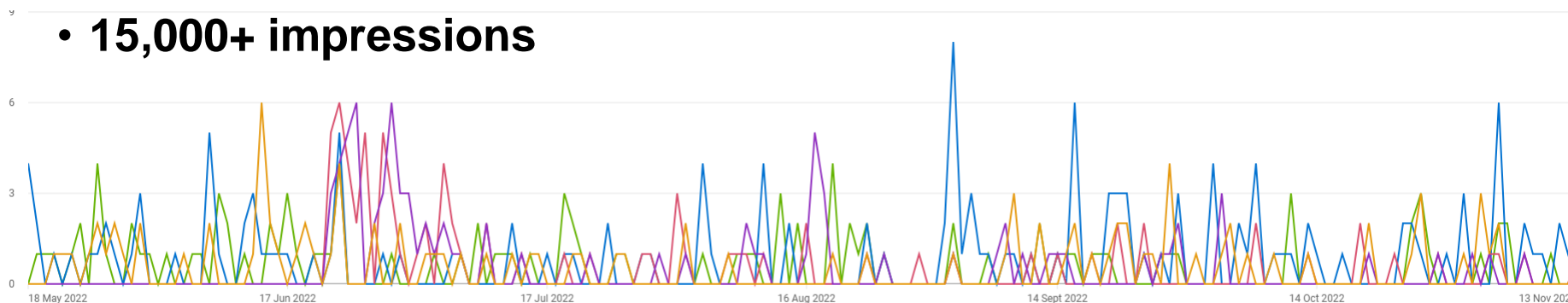
# YouTube stats



South London  
Cardiac Operational Delivery Network

- 2,600+ views

- 15,000+ impressions

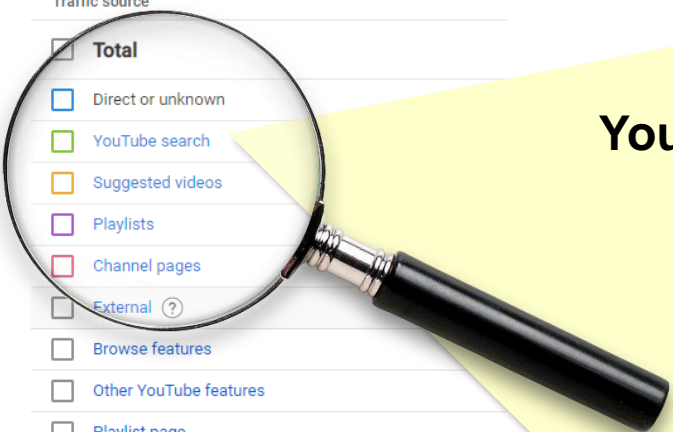


Content	Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	15,039	3.8%	2,615	8:36	375.3
<input type="checkbox"/> CLICC Day 1: Overview of ICC and services	217	5.5%	147 5.6%	7:33	18.5 4.9%
<input type="checkbox"/> CLICC Day 2: Hypertrophic cardiomyopathy	224	6.7%	103 3.9%	11:38	20.0 5.3%
<input type="checkbox"/> CLICC Day 3: ECG phenotypes in ICC	243	4.9%	98 3.8%	8:01	13.1 3.5%
<input type="checkbox"/> CLICC Day 4: Pre-pregnancy counselling and risk assessment	594	4.0%	84 3.2%	11:15	15.8 4.2%
<input type="checkbox"/> CLICC Day 4: Diagnosis of syndromic and non-syndromic aortopathy	278	4.0%	79 3.0%	13:05	17.2 4.6%
<input type="checkbox"/> CLICC Day 2: Management of HCM, including left ventricular outflo...	185	9.7%	79 3.0%	10:40	14.1 3.8%
<input type="checkbox"/> CLICC Day 1: Sudden death in the young	109	5.5%	75 2.9%	9:05	11.4 3.0%
<input type="checkbox"/> CLICC Day 3: Brugada syndrome	316	5.1%	74 2.8%	12:54	15.9 4.2%
<input type="checkbox"/> CLICC Day 4: Screening, surveillance and management of patients ...	290	5.9%	65 2.5%	13:19	14.4 3.9%
<input type="checkbox"/> CLICC Day 4: An overview to ICC in pregnancy	230	5.2%	65 2.5%	1:55	2.1 0.6%
<input type="checkbox"/> CLICC Day 2: Advanced heart failure care in ICC	173	9.3%	65 2.5%	7:13	7.8 2.1%
<input type="checkbox"/> CLICC Day 2: Arrhythmogenic cardiomyopathy	159	6.3%	62 2.4%	10:12	10.5 2.8%
<input type="checkbox"/> CLICC Day 2: Cardiac MRI in inherited cardiomyopathies	466	3.0%	60 2.3%	9:30	9.5 2.5%
<input type="checkbox"/> CLICC Day 2: Dilated cardiomyopathy	197	5.1%	60 2.3%	7:21	7.4 2.0%
<input type="checkbox"/> CLICC Day 4: Update on peripartum cardiomyopathy	422	3.6%	59 2.3%	13:49	13.6 3.6%
<input type="checkbox"/> CLICC Day 3: Long QT syndrome and CPVT	166	6.6%	59 2.3%	8:04	7.9 2.1%

No matter the session follow up, people access other CLICC sessions.

People access prior CLICC videos when they receive information about a current or upcoming session (eg spike in Aug/Sep for the ICC overview on CLICC Day 1, which was held nine months prior).

# How are they finding videos?



## YouTube search *key words*

- Cardiology
- Hypertrophic cardiomyopathy
- Peripartum cardiomyopathy
- Brugada
- Brugada syndrome
- Cardiopulmonary exercise testing
- Dilated cardiomyopathy
- Long qt syndrome
- Postmortem
- Arrhythmia
- Cardiovascular examination
- Diabetic foot
- Echocardiogram
- Failure management
- ICD implant
- Primary care
- Ronak Rajani
- SGLT2 inhibitors
- Sudden adult death
- Sudden cardiac death

Many are finding CLICC content organically – YouTube search bar, playlist links, suggested videos

## Day 4 (15 June)

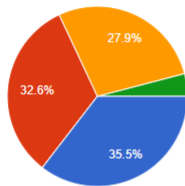
Questions Responses **179** Settings Total point

PGCert in ICC

Would you apply if this were available?

172 responses

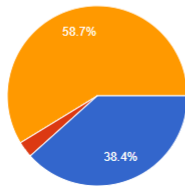
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- Yes, definitely
- Would strongly consider it
- Would possible consider it
- No, definitely not

How would you like the content to be delivered?

172 responses



- Online only
- Face to face only
- Hybrid / Mixture of online and face to face

Definitely ↑  
Strongly ↑  
Possibly ↓

## Day 5 (16 Sep)

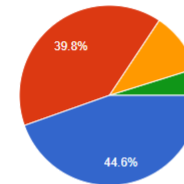
Questions Responses **67** Settings Total point

PGCert in ICC

Would you apply if this were available?

83 responses

Copy

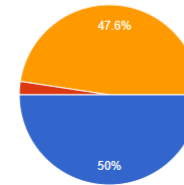


- Yes, definitely
- Would strongly consider it
- Would possible consider it
- No, definitely not

How would you like the content to be delivered?

84 responses

Copy



- Online only
- Face to face only
- Hybrid / Mixture of online and face to face

Online ↑  
Hybrid ↓  
F2F ↔

The number of responses are different, which may alter results. However, the ratios of opinion changed in attendance and delivery preference from the summer session to the autumn session. Why might this be?

What are important factors in attending a course?

- Time
  - Relevancy of content
- Cost
  - Ease of access / online
- Delivery
  - Flexibility, can be difficult to attend in clinical work

Where do you look for courses?

- BMJ careers
- BJCA
- Social media
- Trust websites
- Cardiology society pages
- Google
- Royal colleges
- HEE
- BCS/BJCA directory of courses / Millbrook Medical Conference website