



*your way*  
**THE SYNAPSE**  
eLEARNING



**CONTINUING  
MEDICAL EDUCATION**  
*your way*

# WHO WE ARE

The Synapse provides news services and resources for medical professionals through web services and bimonthly magazine sent to all registered medical professionals in Malta.

An eLearning Platform for Continuing Medical Education.

TheSynapse has collaborated with key opinion leaders in the clinical and medical education field and a number of academic medical bodies to produce an ongoing programme of peer reviewed, continuing medical education videos which will be delivered through the various channels of TheSynapse.

The speakers are mostly Maltese key opinion leaders and experts in their field and the content of each presentation will be peer reviewed by an academic panel to ensure the academic value of the talks.

Each video-based eLearning session will consist of a presentation of around twenty minutes delivered by the speaker. Users will then have the opportunity to test their understanding on the eLearning platform TheSynapse and undertake a set of Multiple Choice Questions and feedback will be provided automatically.

On successful completion of the whole exercise the user can download a certificate of participation which can be used as proof for accreditation purposes.

The Medical Association of Malta will be accrediting each episode 0.5 credit units and the whole exercise will take 30 minutes to complete. We will also be applying for accreditation by the Malta College of family Doctors.

## WHAT WE DO

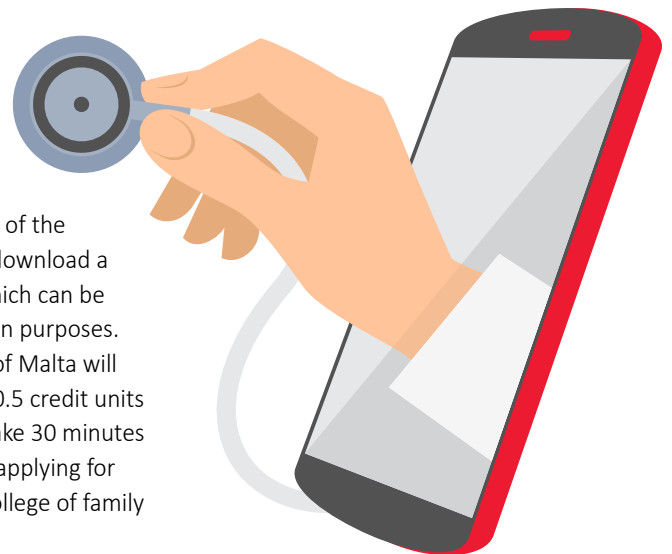
Professional medical News, services and resources through TheSynapse services and TheSynapse magazine.

### THE CME ACCREDITATION PROBLEM

CME accreditation can currently only be acquired by attending lectures often in the evening, when you're tired and not at your best. Lectures can't be re-watched to help you absorb information. Everyone has a limited attention span and learns in different ways. So we want to offer a new way to support your CME journey towards accreditation and allow CME to come to you at a convenient time, on tablet, computer, or mobile device.

### THE SOLUTION

- Bitesize information modules,
- Cost effective videos to view on the go,
- Reinforced learning solution,
- Learn at home/work,
- CME Videos – bringing medical learning to life,
- Local based scenarios & knowledge,
- Locally relevant case studies.



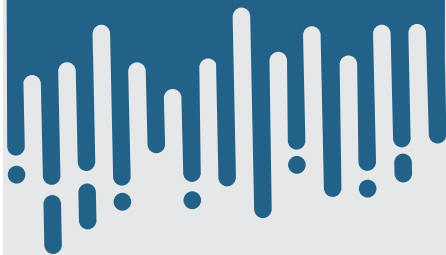
# TRANSFORMING CME

DOG TIRED?

STRESSED?

NEED TO DO  
YOUR CME?

CAN'T MAKE IT TO  
YOUR CME LECTURE?



**COMPLEMENT  
& SUPPORT YOUR  
CME MILESTONES  
WITH VIDEO  
E-LEARNING AT  
THESYNAPSE.**



# THESYNAPSE HAVE A MORE EFFECTIVE ANSWER.



## VIDEO E-LEARNING FOR MEDICS

- Created by medical experts and key opinion leaders for medical professionals.
- We understand medical education.
- Enabling you to cover cover your CME milestones in bitesize chunks.
- Effective targeted video training & webinars – include evidence based learning.

## THE CASE FOR VIDEO E-LEARNING

- Learners are likely remember only “10% of textual content, 65% of visual content, but 95% of audio-visual content. Hence, this mode of learning effectively enhances self-learning and engages learners’ attention throughout courses.<sup>1</sup>
- Video will be responsible by 2019 for 80% of the internet traffic around the world.<sup>2</sup>

<sup>1</sup> elearningindustry.com

<sup>2</sup> International Data Corporation (IDC)

## ADVANTAGES OF VIDEO E-LEARNING

Visual Auditory learning modules let you listen and view videos in your own time, place and at your own pace.

- In your own time,
- In your own space,
- Visual,
- Auditory,
- Interactive,
- On demand viewing,
- Available 24/7,
- Online assessment with immediate Feedback- MCQS?

# VIDEO E-LEARNING IS THE FUTURE OF CME EFFECTIVE DIGITAL COMMUNICATION OF MEDICAL FACTS, KNOWLEDGE AND TECHNIQUES VIA VIDEO E-LEARNING MODULES

## SIGN UP TODAY FOR ALERTS ABOUT OUR NEW E-LEARNING VIDEOS

Cardiology, Rheumatology, Dermatology,  
Surgery, Pain, Anaesthesia, Infection  
Control, Radiology and much more.

## EVIDENTIAL LEARNING

Peer reviewed Independent knowledge  
and information bring you current  
relevant local medical knowledge  
and information.

## LEARN ANYTIME, ANYWHERE

As medical professionals  
we understand your needs.

TheSynapse offers you the chance to plan your CME learning milestones at a convenient time, with self-paced materials and high quality videos which enable better retention of information. The ability to review material enables reinforcement and formative and summative assessment for each module. You can learn when you're at your best to absorb information via mobile, tablet or pc.

Our videos are Peer reviewed and delivered by key opinion leaders.

- Local key opinion leaders and experts,
- Local knowledge,

- Responsive to local events immediately,
- A Certificate of Participation will certify CME assessment has been passed.

We know as busy professionals you want convenient learning methods and convenience. We know you want an optimum time to learn.

We also know that at times you struggle to travel to evening lectures after a long working day to earn CME credits.

Our learning materials are viewable on demand on multiple devices to hold and engage your attention. With 24/7

availability our videos are viewable multiple times. You can easily meet continuing medical education requirements to fulfil your CME requirements.

## THESYNAPSE CME OFFERS

- FREE user account,
- Unlimited access on The Synapse eLearning,
- Free accredited course modules,
- On demand bite sized modular learning,
- Summative learning options – quizzes to test knowledge and reinforce learning,
- Accredited certification for CME evidence.

## LEARN IN YOUR OWN SPACE AT YOUR OWN PACE

FACILITATING | WEB ADDRESS | REDESIGNED | RE-INVENTED | [WWW.THESYNAPSE.NET/CME](http://WWW.THESYNAPSE.NET/CME)

