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Title: On Being a YouTuber in Echo Education – A Five-Year Review of St. Michael's Virtual Echo Rounds

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Background:
Conventional echocardiography continuing medical education (CME) is often confined to single institutions. To overcome these limitations, we implemented weekly Virtual Echo Rounds via Zoom with recordings archived on YouTube (www.youtube.com/@smhecho), thereby facilitating asynchronous, global learning. Our initial five-year experience was promising. This update—incorporating recent YouTube analytics and participants' survey data—aims to evaluate the program's sustained educational reach and clinical impact.

Methods:
We analyzed YouTube channel performance over the past 28 days, capturing metrics, such as total views, watch time, subscriber growth, impressions, click-through rate, average view duration, and viewer demographics. In parallel, an online participant survey was administered to Virtual Echo Rounds viewers between January and February 2025. Eighty-four respondents provided data regarding their professional role, practice setting, viewing frequency, satisfaction with content, engagement, perceived improvement in echocardiography knowledge, and clinical integration.

Results:
Recent YouTube data indicate the channel achieved 11,680 views, 1,300 hours of watch time (37.2 hours above typical performance), gained 203 new subscribers, and recorded 130.9K impressions with a 4.9% click-through rate. There were 2,200 returning and 6,300 unique viewers—a 15% increase from the previous period. Survey respondents were predominantly sonographers (67.9%) and attending physicians (23.8%), with 59.5% watching the rounds weekly. They reported high satisfaction with content quality (weighted average 4.33/5) and engagement (4.50/5), along with marked improvements in their understanding of echocardiographic concepts (4.39/5). Furthermore, participants indicated that new techniques were integrated into clinical practice (3.99/5), and the likelihood of recommending the rounds was very high (4.80/5). Regular reference to the rounds in clinical decision-making (3.65/5) and observed improvements in patient care (3.69/5) further underscore clinical relevance.

Conclusion:
Our most recent data review and survey demonstrate that Virtual Echo Rounds continue to provide high-quality, widely accessible echocardiography CME. The robust YouTube engagement combined with high survey ratings for content, clinical relevance, and knowledge translation affirms that this innovative educational model remains sustainable and effective. These findings support the broader adoption of asynchronous, globally accessible CME initiatives.

Table 1. Key Metrics from YouTube Analytics and Survey Data (2025)

Metric	Value
YouTube Views	11,680
Watch Time (hours)	1,300
New Subscribers	+203
Impressions	130.9K
Click-Through Rate	4.9%
Average View Duration	6:54
Returning Viewers	2,200
Unique Viewers	6,300 (↑15%)
Content Satisfaction (survey)	4.33/5
Engagement/Clinical Relevance	4.50/5
Knowledge Improvement	4.39/5
Integration into Practice	3.99/5
Recommendation Likelihood	4.80/5