

Case Study

Harnessing the power of digital to increase reach and reduce time to market

Impelsys partnered with a large healthcare association in the US to use the power of digital to enhance reach and help learners across the globe earn CE/CME credits. Live webinars were leveraged and converted into on-demand, interactive eLearning courses in record time using digital technology.

Impelsys Interactive eLearning Solution for a Large US Healthcare Association



Client Profile

- Nearly a 100-year-old organisation dedicated to fighting heart disease and stroke
- The largest voluntary organisation for a cause in the US
- 2,500+ employees and more than 40 million volunteers and supporters across the globe



Requirement

- Our client's healthcare organisation conducts webinars on a regular basis to improve knowledge, enhance skills, and provide better patient outcomes. These sessions are attended by 10,000s of physicians, cardiology professionals, research scholars, etc.
- There is a high demand for providing access to the sessions even after completing them.
- Our client identified the potential and wanted to award CE/CME credits to those who took up these sessions and cleared the assessment.
- Time was of the essence as the demand for these webinars was the highest immediately after conducting the webinar and gradually depleted as newer technologies and methods evolved.

Solution

- Impelsys provided a solution where the webinars were edited and made interactive by adding embedded knowledge checks.
- A brief assessment was included at the end of each module which enabled learners who passed to obtain CE/CME credits.
- The Impelsys team created 300+ such courses in a short period of 3 to 4 weeks and made them live.



Benefits

- Our client was able to significantly improve reach and spread knowledge via the eLearning modules
- Learners throughout the world had an opportunity to leverage the on-demand eLearning modules and earn CE/CME credits
- Enabled our client to track and monitor access and usage of these eLearning modules by learners across geographies and professions

"We were looking for someone who had experience in a global environment. Impelsys being one of the few technology companies that actually always delivered on time, always delivered on budget, and with high quality. Not requiring lot of reworking, or additional sprints to satisfy our initial scope and expectations. So, that has led to us investing in additional solutions and bring them into a partnership rather than just a vendor."

- Senior leader of the Association