



Case Study

How US-Healthcare Medical Association Solved Its Learning & Development Issues?

Our client, a US-based Medical Association resolved its course management issues by integrating the learning management system with Salesforce and Fonteva AMS while providing credits and certificates to medical professionals through two-way synchronization.

Our Client

Our client, an American healthcare association that provides medical professionals with the education, knowledge, and practice of informatics. They were not using any Learning management platform in the beginning. Their mission is to connect all the medical students and professionals who are interested in learning about informatics. It binds the knowledge and cooperation between basic and applied research and the fields of public health and consumer affairs.



salesforce



The Challenges

The medical association has some challenges and requirements as follows:



Content Management

Our client wanted to skill up their medical professionals and thus required a system for hosting their content, quizzes, videos, and surveys. They wanted this system to structure their set pre-requisite in the course.



Members Less Engagement

They required the learning system to award credit and issue certificates based on their performance to keep the members engaged.



Data Availability for Salesforce Users

One of their requirements also included all the data like the number of courses, user information, course completion dates, earned credits, etc. to be stored in Salesforce.



Single Login on all Platforms

Integration with the Fonteva AMS for the members with just one sign-in and access to the analytics was a must for them.



Manual Enrollment of Paid Learners

The learners have to follow a very lengthy process of enrollment by first sending payment to their financial team and then they update that to their Fonteva AMS system and back to the learners. They wanted the system to connect Fonteva AMS to the learning management system for payments and enrollments.



Multiple Credits Type

They were facing difficulties in getting a learning management system that supports multiple credit systems including CME, CEU, and others.



Course Renewal

The client wanted all the courses to be renewed for the users and the users should not be able to see their previous responses/attempts of quizzes or assessments and their past activities.

Solutions MapleLMS Offered

At MapleLMS, we provided them with the Salesforce LMS, also integrated with Fonteva AMS for two-way integration.

✔ Better Content Management Using MapleLMS

With the help of the MapleLMS system, our client was able to create courses within the LMS including the addition of course materials, creating quizzes and assessments, and course completion requirements. Now the association easily stores their course content in the LMS itself.

✔ Increased Engagement Using Gamification

Interactive learning content in the form of AR/VR and simulation kept the members motivated to accomplish their goals and awarded them with rewards. They also received points, badges, and leaderboard results after completing their learning objectives and milestones.

✔ Centralized Data for Salesforce Users

The backend team using Salesforce could access the learners' data such as the number of courses, course completion dates, earned credits, etc. in the MapleLMS being integrated with Salesforce.

✔ Login Problem Solved Using Single Sign-On (SSO)

Members of the association signed in only once in the Fonteva AMS are redirected to the LMS using the same credentials and get full access to the LMS platform. Thus, they could access all the learning materials and courses they want to receive credits and certification for within the LMS system.

✔ Auto-enrollment Using eCommerce Platform

Through the Fonteva storefront portal, members can easily purchase association courses and merchandise, with items being instantly available in MapleLMS. Attendees of events receive scheduled credits, and conference registrations also sync effortlessly.

✔ Continuing Education of Members

Members are guided throughout their learning journey within the LMS system so that they can follow through the course modules including videos, quizzes, surveys, and others. This way, they can easily reach their learning outcomes, that is, earning multiple credits like CME, CEO, etc. supported by MapleLMS and receiving certifications for them.

✔ Previous Users' Responses are Hidden

Members could easily view the metrics on the reporting and dashboard after integrating MapleLMS with Fonteva AMS. At the member level, the members can check transcripts to see what certifications, credits, badges, etc. they have earned. The MapleLMS also provided easy configurations to hide the learners' previous responses to the quizzes/assessments within the courses they want to attempt again.

The Benefits



The association's learner process management process became 99% easier and simpler with the help of MapleLMS.

The reporting teams' burden became lesser by 98% than before due to all the learning management processes of MapleLMS.



The manual enrollment process ended and the purchase of courses and other learning products from the MapleLMS increased by 97%.

MapleLMS's successful integration with Salesforce helped the backend team increase overall performance by 36.9%



Centralized data helped the client in evaluating members' learning from one place and saved their time.

Single Sign-on (SSO) allowed members to have a seamless sign-in experience into the learning management system through Fonteva AMS.



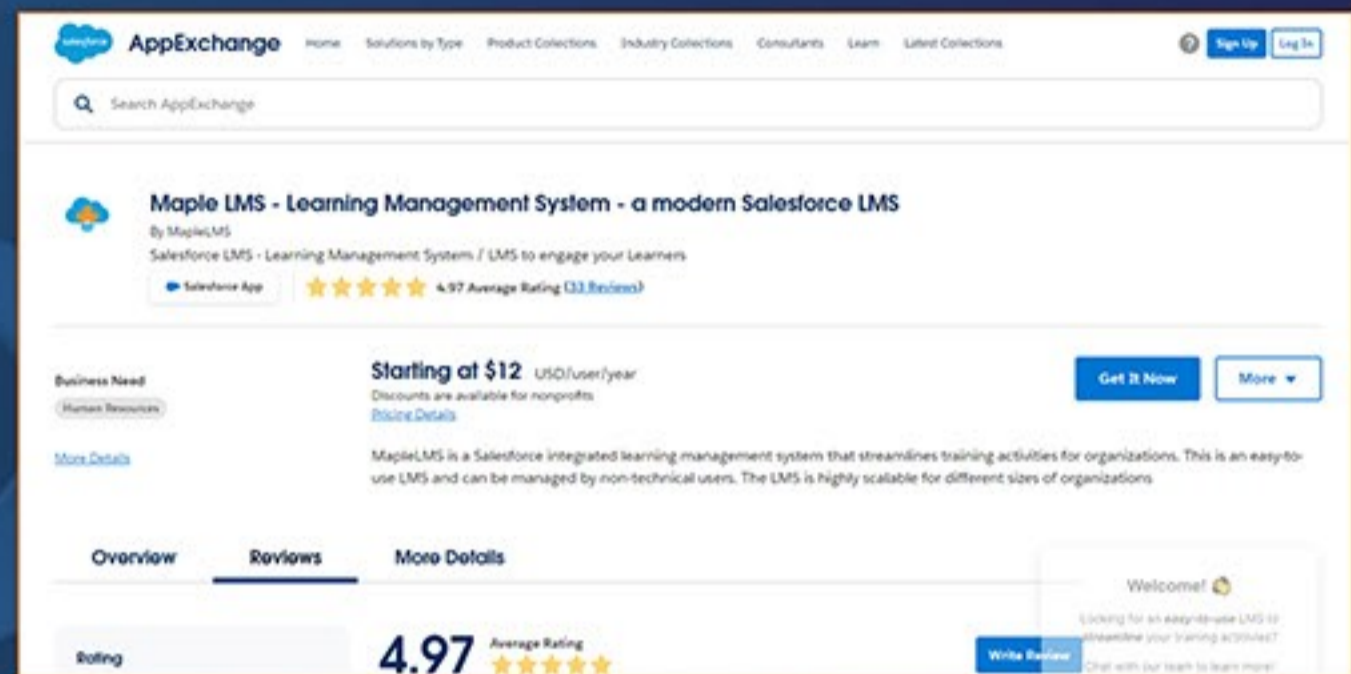
The gamification feature helped increase the members' engagement by 98% in their respective courses.

Conclusion

All of our client's needs were met and they were satisfied with the increased member retention and are fulfilling their mission of sharing and expanding the knowledge of informatics.

About MapleLMS

MapleLMS is the no. 1 ranked Salesforce LMS on Appexchange. We are a leading LMS provider for associations, nonprofits, and corporations.



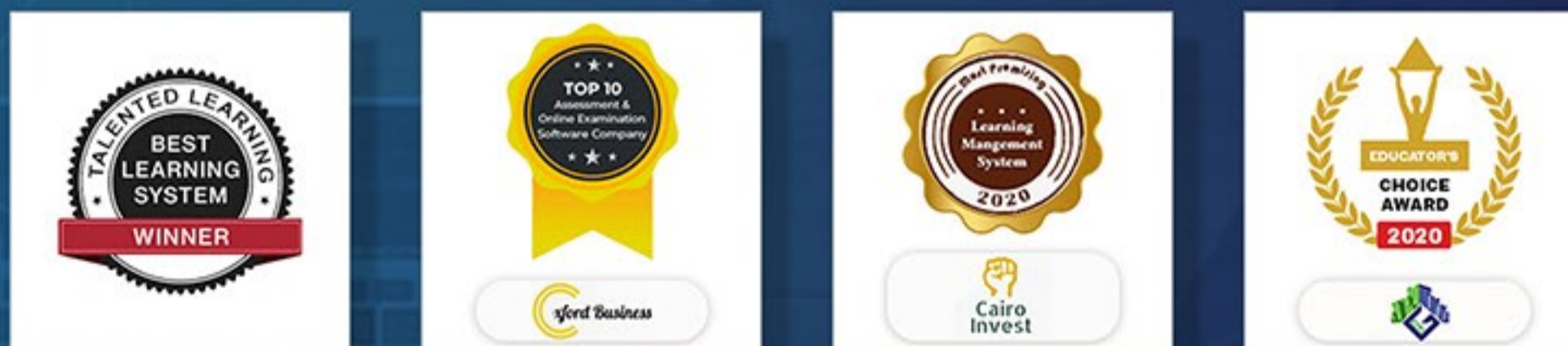
Connect with our Industry Expert



Matt Peterson has almost 30 years of experience and has significant experience in working with Non-Profits and solving their challenges. He has worked with more than 100 customers and has optimized their challenges with an amazing solution

Email ID: matt@maplelms.com

Our Awards



Our Integration Partners

