



PROVEN

results.

How Absorb LMS Empowered Growth at Canadian Memorial Chiropractic College



INDUSTRY

Healthcare

USE CASE

External Training

CHALLENGE

Find an LMS to drive organizational growth and boost administrative efficiencies.

SOLUTION

Absorb LMS with eCommerce.

RESULTS

Strong ROI with a spectrum of eLearning courses, for unique audiences with unique pricing.

Challenge

The Canadian Memorial Chiropractic College (CMCC) is an evidence-based leader in chiropractic education and research, maintaining dynamic collaborative relationships with students, health care regulators, universities, hospitals and other chiropractic institutions worldwide. It operates as an accredited academic degree-granting institution, offering postgraduate and continuing education programs. CMCC has graduates practicing in 37 countries and is recognized as a global leader in chiropractic education, research and patient care.

Chiropractors—as with all post-graduate health care professionals—are licensed to practice by regulatory bodies legislated by their regional government. Once licensed, they must engage in life-long learning to ensure they continue to maintain high standards of care that reflect both best practices and advancements in the field. The CMCC Division of Continuing Education assists in filling this need by tapping the knowledge of best-in-field faculty to develop and deliver courses that meet the specific requirements of various regions—provinces, states and countries. To assist in serving this segmented market, CMCC sought a centralized way of presenting, enrolling, tracking and granting credit to learners as they complete the courses they need to continue practicing in their local jurisdiction.

The college previously offered online courses through an internally-hosted third-party software solution. Because it was an on-premises solution, updates were limited to security patches and bug fixes. “There were a lot of things I wasn’t comfortable with,” said Greg Roberts, CMCC’s Director of Continuing Education. “The fact

that it was hosted on site meant we had the burden of maintaining the hardware, and the server—and we always had to think about having enough bandwidth to service the online traffic.”

The software was also unable to sufficiently scale to meet the organization’s needs as

their learner population increased. More troubling, because it couldn’t integrate with the organizations day-to-day operations, highly skilled staff spent time doing manual data entry, instead of working on higher-value projects. “When you rolled all those things up,” said Greg, “I was really looking for something else.”

Solution

CMCC began its search for a new eLearning solution by focusing inward, diving deep into the organization’s administrative processes and workflow. The team paid special attention to noting where and how the previous learning solution was misaligned with their organizational learning delivery and administrative processes, so they knew what to look for in their new learning solution.

After completing its due diligence, the CMCC team decided Absorb LMS was the best fit. Critical to that decision was centralized record keeping—making it easy for CMCC to track which learners had completed what—and when. This was particularly important since it isn’t uncommon for an education provider to be called upon to confirm course completion and competency should a doctor find themselves in a legal challenge.

Absorb also provided CMCC with a solution for its complex course distribution model. According to Greg, “CMCC serves a highly segmented market in terms of both subject matter and pricing. Subject matter can vary by region and healthcare provider specialty, and we offer distinct pricing to various audiences including faculty, undergraduate students and CMCC members, among others. With Absorb, it’s really easy for us to create a learning product that we can make available to each audience at the appropriate price.”

The Availability Rules and Department structure within the Absorb eCommerce module made it possible for CMCC to offer the appropriate learning products to

customer segments based on criteria such as location. Greg explained, “The Absorb platform—with its use of the department concept and the ability to hive-off different portals exclusive to those audiences—was really a key factor in us choosing Absorb. It gave us the ability to be flexible and creative in designing course delivery solutions.”

“The ability to integrate distance and classroom based learning activities in any possible way we could imagine is a very powerful and useful thing.”

— Greg Roberts, CMCC

The ease and affordability of scaling was another selling point in favor of Absorb. CMCC operates in a competitive market, but the attractiveness and relevance of the courses it offers—backed by evidence-based clinical care—sets it apart, resulting in increased demand. Says Greg, “the ability to integrate distance and classroom-based learning activities in any possible way we could imagine is a very powerful and useful thing.”

Results

Active customers since January 2014, CMCC uses Absorb to fuel its continued growth. The ability for Absorb LMS to integrate with the college's existing software reduced the amount of time skilled employees spent on menial tasks. For example, by integrating Absorb LMS with their accounting software, CMCC was able to streamline the financial administrative process and drive out error. Further, by adopting a fixed one-time per learner fee structure, CMCC was able to increase their profit margin on sales from all returning customers.

"It gives us a platform that enables us to help medical professionals provide even better care to their patients. It supports our divisional business strategy and institutional goals. And because it integrates so well with our administrative process, it's really—no pun intended—the backbone of our day-to-day operations in terms of the courses we offer."

For the college's Continuing Education division, the benefits of automation weren't limited to administrative tasks. In fact, its entire online learning cycle has been automated: from browsing the course catalog and registration through to course engagement, assessment and completion—even the distribution of certifications. "I am very happy," Said Greg, "I'm a big fan. I like the culture of the company. I like the way that they communicate with us. I like the technical support. I like the way that they're continually evolving and that it's evident our feedback is heard. I like the fact that Absorb is successful."

“ We used to pay highly skilled people to do manual administrative tasks, but now they spend their time doing what they're best at: building amazing courses. ”

— Greg Roberts, CMCC

About CMCC

Located in Toronto, Canada, CMCC is a world leader in chiropractic education and research. It operates as an accredited academic degree-granting institution, also offering postgraduate and continuing education programs.



Try Absorb LMS for yourself and see the powerful customization options available

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