

Developing a Customized and All-inclusive Digital Publishing Platform for Specific Target Groups to Ensure Seamless Online Delivery

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Rapid surge in digital innovations has directly impacted the way education is dispersed nowadays. Online learning has gained prominence and exams and assessments have become web-based. Courseware and training materials for professional training like in healthcare and legal domain have been successfully replicated digitally and the new learning system can now be developed with all the elements like learning modules, ancillaries and assessments integrated in it, bringing the entire learning and assessment system digital. Online learning provides the ease of taking a course from any location and the professionals have the freedom of completing their learning on the move.

Client Profile

A leading publisher of learning material for medical professionals and facilitator for institutions to host their learning materials and courses online needed a platform to deliver their online courses to the targeted audience in the growing Asian market.

- The client is the largest provider of information, software, services for Healthcare, Legal, Tax and Finance and Governance
- Their solutions for delivering educational information in Healthcare incorporate open architecture networks where they act as a hub and coordinate activities, and enables communication across a customer's workflow
- Their branded product offers a comprehensive line of health-science print and electronic products with thousands of well-known titles, from reference tools to comprehensive research and education information for medical professionals and students, in addition to hundreds of journals, newsletters, and other products for physicians, educators, clinicians, and nurses
- It is also the leading provider of online continuing education for nurses

Requirement

The client had developed online courses for healthcare professionals especially for the Asian market. They wanted to tap into the booming healthcare industry and increasing number of medical professionals in countries like India and China, where the ratio of doctors, nurses and technicians to the population is still lower than what it should be ideally. With the developing healthcare industry and rising number of internet users, the success of this campaign looked so evident. They needed a trusted and reliable platform to deliver these courses to the targeted audience that would allow access to individuals as well as institutions with different business models like rental, sale, subscription and customization. They also wanted its institutional clients to host their own courses, learning material and assessment repositories on the platform. The platform was also required to have operability across devices.

Impelsys' Solution

Impelsys carried out a detailed assessment of the client's requirement using a well-thought approach to provide quality service. Final analysis showed that the client needed a digital publishing platform which can double up as Online Learning Management System (LMS) with a modular structure to accumulate all elements of their products like courseware, learning materials, and media and perform a seamless online delivery.

Impelsys' iPC Scholar, the most comprehensive learning management system whose functions range from mere delivery of eBooks to incorporating rich media and ancillaries, teacher-student dashboard, assessment repository, task completion timelines, various business models and an uncomplicated admin console, was the best fit to meet client's requirements. iPC Scholar disseminates complex educational content supported by rich data analytics and real-time feedback increasing the effectiveness of learning modules. Moreover, it uses top-level content encryption, supports multiple devices and is SCORM compliant.

Impelsys created a platform that worked as delivery point for millions of eBooks read annually, and videos and eLearning solution for nurses. Dedicated teams worked on providing technology solution and develop Enterprise Assessment Repository, Enterprise Content Management, and Custom Apps. Impelsys also set up dedicated teams to provide services to client in development of media, ancillaries, and HTML and Flash based ancillary engines and in content production to release management.

Impelsys' App framework was deployed to build iOS and Android apps for Healthcare and Legal industry. The eBook library that integrated with eBook reader apps was created for catering to B2B (Institutional) market in legal sector. Also an eLearning solution was developed for Healthcare that included video-based modular course on Nursing Fundamentals, repository of eBooks, Student resources and Instructor resources. A module was also developed for healthcare that allowed users to search for a high-quality medical image and license it for their own projects such as brochures, presentations, and websites for a cost.

Instructor resources includes PPTs, Image Banks, case studies, strategies for effective teaching, guided lecture notes, assignments, quizzes, question banks, answers, discussion topics and many more. It also hosts audio glossaries, labeling exercises and exam simulators for facilitating better learning and effective assessment.

Student resources included learning objectives, videos, quizzes, journal articles, audio glossaries, review questions, and professional guide. Healthcare specific resources like Dosage Calculation quizzes, drug monographs, heart and breath sounds were also included.

A multi-layer Enterprise Assessment Engine was developed that had a central assessment repository that seamlessly integrated with clients applications through APIs. It had UI based presentation layer that allowed Question Bank (QB) authoring and quiz creation – both online and offline in Word. The business layer constituted of a quiz generator both dynamic and pre-defined. The quiz engine supported both multiple choice questions, and Test and Practice modes.

Benefits

- The client now has its own branded website to deliver its product- a portal that meets all its requirements
- The assessment system and the student-teacher dashboard completely transformed the conventional learning infrastructure into digital

- Institution-Instructor-Student workflow allows easy subscription licensing and provides actionable reporting on student's progress and scores
- Allows medical and legal professionals to learn and assess their progress 24x7 from any location, and any device on a robust and simple-to-use interactive portal that's designed for Indian and Asian healthcare setting and hosts trusted online educational resources
- Quick implementation allowed them to demonstrate the portal and its functionalities to their institutional clients - colleges and universities - who will offer publisher provided courses, as well as their own courses for their students
- Client saw remarkable growth in existing member base for itself and its customers and they now have a new ground to market their products



For details, email us: marketing@impelsys.com or visit: www.impelsys.com