

**Developing an Integrated,
User-friendly and Tailored Online
Portal that Allows Health
Professionals to Access Geriatric
Care Information On-the-Move**

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Of late, swift transformations in digital technology have caused several changes in the technologically-driven education sector. With the online learning gaining pace across all industries, even exams and assessments have become web-based. Educational content today comes in different formats like audio-video, PDFs and digitalized apps. An online learning platform therefore needs to support delivery of all these formats with the option to allow downloads and shares as well as integration with other applications and databases to have entire ecosystem including payments on single platform.

Client Profile

A not-for-profit organization devoted to improve health, independence and quality of life of all elderly people wanted.

- The organization boasts of over 6,000 health professionals
- It has a vast portfolio of different educational products available in various formats like print, CD ROM, online, and smartphone apps
- It also publishes several peer-reviewed journals and furthers advance aging research to educate public and legislators about healthcare for older people and encourage public to advocate for quality geriatrics care

Requirement

Market demand for educational products catering to elderly people has seen a huge surge because of the rapidly aging population and the client, with a vast array of such content, was looking to bring the seekers and providers together. To enable people to access what they want anytime, anywhere and on any device, they wished for a single source website that can give people a one-stop shopping experience.

In addition to supporting the high volume of content in disparate formats, the portal was also supposed to be secure for content as well as payment and personal information of the members. It also was supposed to support in product and content sales and subscriptions to the global audience – both individuals and institutions.

Moreover, the platform was required to be integrated to Avectra for membership benefits and to Continuing Medical Education (CME).

Impelsys' Solution

Impelsys leveraged its iPC Scholar platform technology to build a portal that would allow all healthcare professionals to easily access client's comprehensive content on geriatric care tailored to their specific requirements. The portal supports formats like eBooks, teaching slides, Pocketcards, patient resources, toolkits, journals, and audio programs for CME content and more. This easy-to-use, responsive educational database caters to all members - individual users, hospitals, libraries, educators, patients, and caregivers.

Impelsys deployed a team onsite to study the gap and finalize requirements. A branded portal was then designed and developed using Impelsys' knowledge platform-iPC Scholar. Following are the salient features of the product deployed:

- Single portal for all digital and print products
- Single-Sign-On with Avectra through APIs
- Member and Non-member logins to provide personalized views and functionality
- Discounts / promotions specific to members
- Search & content access seamlessly across all content

- APIs for offline content access through iOS & Android Apps
- App access controlled through online payments on portal
- CME offered through Web-apps
- Interactive Content of Media & Ancillaries
 - Interactive exercises – figure labeling, drag-and-drop, slideshows
 - Medical simulations
- Interactive Learning and Animations
 - Gamification of content and information Spot the objects to know more about a topic
 - Built-in audio and transcripts for scenario-based learning
- Modules to create learning path and evaluate learning outcomes
 - Performance Evaluations – opportunity to talk about career and prospects
 - Performance Conversations – collaboration of finding ways to improve
- Sequential and Non-sequential learning to enable
 - Refresher courses where users can jump to a module or topic and forward videos to relevant point
 - Curriculum courses where users are taken through all modules sequentially

Benefits

▶ The branded multi-format educational content delivery platform that Impelsys created using iPC Scholar, enabled client to offer customizable rich content to not only their 40,000+ members but to all healthcare professionals caring for older adults across the globe.

▶ It also allowed them to meet the ever increasing demand for educational information related to elderly population and bring all their content on single platform for easy access and search ability.

▶ Addressing the gaps with right offerings increased footfalls and user engagement resulting into increased sales, subscription, and revenue



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