



**Setting Up a New, Interactive LMS to  
Deliver Comprehensive and  
Structured Online Courseware to  
Medical Professionals**

# Setting Up a New, Interactive LMS to Deliver Comprehensive and Structured Online Courseware to Medical Professionals

Advancement in digital technology has brought several radical changes in the way education is dispersed. Online space has gained rapid prominence in learning, and exams and assessments have also become web-based. Courseware and training materials for professional training like nursing have been successfully replicated digitally and the new system can now be designed with all the elements like learning modules, ancillaries and assessments integrated in it, bringing the entire learning and assessment system online. Online learning provides the ease of taking a course from any location and the professionals have the freedom of completing their learning on-the-go.

## Client Profile

One of the leading providers of innovative and creative information solutions for nurses and associated health professionals wanted an accessible and discoverable learning management solution to transform its existing content into a structured online courseware for the medical professionals.

- The organization is a part of a global authority in nursing with over 4,00,000 members that delivers the most advanced peer-reviewed content, news, opinion, jobs, events and awards for nursing professionals
- It provides essential nursing resources including 11 nursing journal publications, inspiring and informing nursing professionals to deliver best practice and exceptional patient care, along with supporting their career development
- They offer authoritative content covering news, clinical skills, research, news analysis and continuing professional development (CPD) and also publish articles from their print journal editions and maintain a searchable database of specialist content

- Along with the Nursing Standards, they have a flagship journal which has published materials on different aspects of the profession, all available in print and digital, across all devices

## Requirement

The client's existing content included huge number of articles and journals but searching for relevant content was a big challenge for the medical professionals. The goal was to deploy a new Learning Management Solution (LMS) that can deliver a structured online courseware developed from their existing content.

The courseware needed to be comprehensive with ancillaries developed out of their published articles with an assessment module to fairly and methodically judge a member's progress. The elementary reading content had to transform into a learning module which would be effective in imparting ideas, replete with relatable scenarios for better comprehension, and would be engaging.

They also required a trusted and reliable platform that allowed busy professionals the freedom of choosing time and location to study and complete their courses and that had operability across all user devices.

## Impelsys' Solution

Impelsys is a leading provider of digital content and delivery solutions and services to publishers and associations. Leveraging its iPC Scholar, the most reliable online learning solution platform across the globe, Impelsys transformed the client's reading content into an Interactive Learning platform.

Impelsys offered to design a comprehensive and robust courseware driven by most advanced digital technologies bringing more value and better digital experience to learning. They acquired all course materials and media files from the client and set up a team of subject matter experts to create courses that offer effective learning and to design an assessment module that objectively assesses the progress

The team comprised members from Impelsys Medical Advisory Board, cognitive scientists, content engineers and instructional designers. The core panel of SMEs and cognitive scientists, who are thoroughly updated with the evolution and new advancements in nursing profession, worked on creating the course and assessment materials.

Content engineers prepared the templates and solution structure/architecture. Content was transformed to HTML and made SCORM compliant so that it can be used in any learning management solution (LMS) platform with same ease.

A well-designed instructional flow was implemented through each course for the simplification of steering around and to foster ease of understanding the ancillaries and operations of all elements. The complete SCORM courseware was loaded onto the iPC Scholar platform with independent access controls for administrator, instructor and students.

## Benefits

- Huge leap for client's members from elementary reading materials to an engaging courseware delivered through a SCORM-compliant and reliable LMS platform
- Allows medical professionals to learn and assess their progress from any location, any time, and any device
- Enables client to disseminate information on new advancements and also professional education to nurses across the globe over internet
- Increase its prominence as a professional education provider in the healthcare industry by increasing their member base
- Empowers them to go to the market with a new product, monetize huge amount of content, and add a new source of revenue



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