

Case Study



Setting up a New, Interactive eBook Delivery Platform for Medical Professionals

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Advancement in digital technology has brought several radical changes in the way people learn, consume, and share knowledge. While the new content is increasingly being delivered online, several valuable but old ones need to be digitized and delivered on digital platforms. Educational and scholarly content collections like journals and articles are no different. But to give readers a truly digital experience, the content must be easily accessible and searchable and allow them to purchase or subscribe and read both online and offline on multiple devices through single sign-on.

Client Profile

One of the largest professional, medical associations of eye physicians and surgeons leading in advancing the ophthalmic profession through innovation, educating patients and public on eye diseases, injuries and conditions, and setting standards in ophthalmic education.

The organization is a part of a global community of over 32,000 members of ophthalmologists and physicians. It wanted all of its journals, articles and other collections to be easily accessible to their members so as to be updated on all latest research and advancements and be better prepared to deliver the highest quality of eye care.

Requirement

The client wanted to convert Journals into eBooks and required multiple platforms for eBook and collection sales, both B2B and B2C with focused sales of their Focal Points monthly publication. They wanted the portals to have a Single Sign-On (SSO) for member ophthalmologists to have seamless access to the client's bookstore and advance their learning and professional interests.

Impelsys' Solution

Impelsys converted the client's collection of Journals into eBooks and developed branded retail and institutional portals and also branded iOS and Android apps for the client. It used iPC APIs to integrate the client's print and eBook stores. Apart from this, Impelsys' Institutional sales team also provided Institutional sales assistance to the client.

Benefits

- The client's collection of Journals were all available in the form of eBooks for purchase on client's own eBook store
- Their members could easily search for content and read them on all devices, both online and offline supported by easy access through Single Sign-On (SSO)
- The portal also allowed scalability in terms of adding new features like a subscription portal for Booklist - Magazine
- Impelsys also supported administrative activities through a robust back-office



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