iPublishCentral
Enhanced

AGS Geriatrics
Healthcare
Professionals

Leading Change. Improving Care for Older Adults.

Case Study- iPublishCentral Enhanced (AGS)

One-stop Platform for all Geriatrics Content

The American Geriatrics Society (AGS) is a not-for-profit organization of over 6,000 health professionals devoted to improving the health, independence and quality of life of all elderly people.

THE CHALLENGE

The American Geriatrics Society had a vast portfolio of different educational products that were now available in different formats (print, CD Rom, online, Smartphone Apps). In thinking about the next generation of AGS products and how to best position the AGS platform to take advantage of the increased market demand because of the rapidly aging population, they were looking to create a single source website where potential users can purchase content in a one-stop shopping experience –purchasing what they want/when they want it.

The key challenge was to have single portal that could handle the vast array of content and give secured access to the members anytime, anywhere and on any device. AGS also wanted support in selling their content to the global audience - both individuals and institutions.

THE SOLUTION

Impelsys leveraged its iPublishCentral Enhanced platform technology to build a portal that would allow all healthcare professionals to easily access AGS'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.

Through iPublishCentral Enhanced, Impelsys created a branded, multi-format portal for American Geriatrics Society, enabling them to offer customizable rich content to not only their members, but to all healthcare professionals caring for older adults.

Through iPublishCentral Enhanced, Impelsys created a branded, multi-format portal for American Geriatrics Society thereby empowering them to offer rich content to 40,000 members.

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