Case Study - WoltersKluwer

- Learning Management Solution on iPublishCentral Learn
Online learning to the rescue of medical professionals

Students, educators and professionals are a busy lot of people who need to learn a great deal, they are always laden with a heap of information to be absorbed and researches to do. It’s not an easy life to run from learning sessions to libraries and still manage to be in the loop on the latest happening in their respective fields. But technology can make life easier, online learning solutions allow us to access all the information and study material on the move, allow the freedom to choose our own time and location by letting us access it all on a hand-held device.
Healthcare professionals are the ones who are burdened with the heaviest load of information and umpteen amount of new updates. Online learning solution comes as a blessing to the end users as well as the providers of information, viz. Publishers and Researchers. With a reliable digital infrastructure, study material and various media of learning can let indiscriminate global access to users, and the providers can implement suitable business models like rental, sale, subscription and customisation. The entire learning system can be brought online allowing the freedom of completing the tasks any time of the day.

The client

Wolters Kluwer is a leading publisher of learning material for medical professionals, along with being a facilitator for institutions to host their learning materials and courses online. Their solutions incorporate open architecture networks in which they play a hub role, coordinating activities and enabling communication across a customer’s workflow. Lippincott Williams & Wilkins - a Wolters Kluwer brand - 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. Its online service, NursingCenter, is the leading provider of online continuing education for nurses.

Requirement

Wolters Kluwer has developed online courses for healthcare professionals for the Asian market. They want 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 developing healthcare industry and the rising number of internet users the success of this campaign looks so evident. Wolters Kluwer needs a platform to deliver these courses to the targeted audience. The platform should allow access to individuals as well as institutions with different business models like rental, sale, subscription and customisation. Wolters Kluwer also wants its institutional clients to host their own courses, learning material and assessment repositories on the platform.
The platform should have operability across devices, it should be trusted and reliable.

**Solution**

Impelsys is a provider of quality service. Detailed analysis and a well-thought approach to every requirement is Impelsys’ speciality. The final analyses show that Wolters Kluwer needs a digital publishing platform which can also double up as online learning management system. They have the courseware, the learning material and the media, what they need is a modular structure which will accumulate every element of their products and perform a seamless online delivery. Impelsys’ iPublishCentral Learn is the answer.

iPublishCentral Learn is 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. iPublishCentral Learn disseminates complex educational content supported by rich data analytics and real-time feedback increasing the effectiveness of learning modules. With top-level content encryption, multi device support and SCORM compliance iPublishCentral Learn is the ultimate answer for Wolters Kluwer’s business requirement.
Benefits

Wolters Kluwer will now have its own branded website to deliver its product, the portal will meet all its business requirements. Quick implementation will allow them to demonstrate the portal and its functioning to their institutional clients - colleges and universities - who will offer publisher provided courses, as well as their own courses for their students. The solution will more than meet the expectations of Wolters Kluwer’s clients, the assessment system and the student-teacher dashboard will completely transform the conventional learning infrastructure into digital. Institution-Instructor-Student workflow allows easy subscription licensing and provides actionable reporting on student’s progress and scores. The existing member base for Wolters Kluwer and its clients will grow and they will have a new ground to market their products.