



finance and healthcare

Healthcare Financial Managers Association: high client revenue growth and enrollments

The Healthcare Financial Managers Association (HFMA) is an organization for professionals managing the financial operations of hospitals and healthcare facilities.

summary

HFMA, highly focused on a strategic launch, initially required the launch 10 weeks from the start of implementation. Mission accomplished. The discovery began in October 2010, and the platform was launched on time, and with immediate success, on January 2, 2011.

success



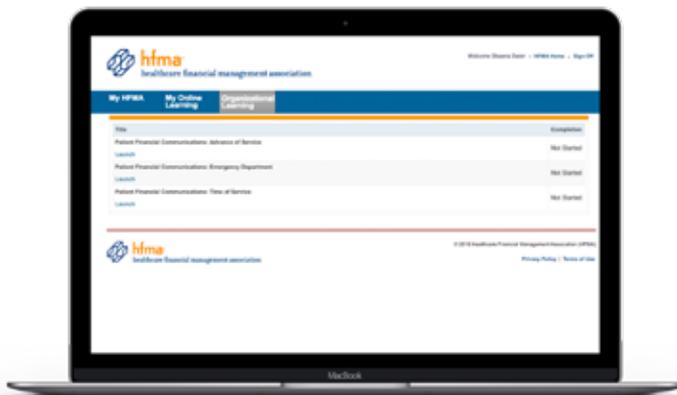
10-WEEK
implementation



TESTING ENGINE
major product
deployed



AMS
+ ecommerce
integration



HFMA experienced increased enrollments and revenue growth for its flagship certification exam prep program, as well as more diversification into new certificate programs and education. HFMA has since developed an active learning audience and successfully built an online education program to rival and surpass its traditional offerings.

challenges

HFMA needed to launch a critical exam prep and course for their membership. The requirement was to launch the LMS portal within 10 weeks of start, including a major integration with their AMS for SSO and grades/CE recording.

process

An expedited discovery and requirements capture ensued onsite and through phone calls.

Configuration of the portal, branding and integration of HFMA's AMS.

Testing and quality assurance of site by testing user scenarios.

Setup of major HFMA exam prep course and subsequent testing to ensure proper configuration.

how they use it

Learners search and browse for education within their website. The LMS serves as the dashboard for learning and the transcript for viewing past grades and CE learned.

HFMA uses the Institutional Sales module in Crowd Wisdom™ to sell (B2B) to its organizational clients, allowing the organization to manage and report on its own users using the LMS. This is monitored and controlled by HFMA.

LMS is integrated with HFMA “store” so all purchases are handled by the client-selected ecommerce system and then immediately communicated to the LMS for enrollment.

HFMA is managing webinar recordings, assessment and self-paced e-learning courses through the LMS.

All learner activity (CE/grades/certificates) is tracked and reported back to the AMS.

integration points

AMS (CRM) integration: SSO, ecommerce, product inventory, CE/transcript completions

Creation of Institutional clients via web service to support B2B selling to hospital clients.

AMS vendor: iMIS (soon to be Fonteva, built on Salesforce)

