Transforming Healthcare Education

OSMA's Journey to 90% Fewer Support Calls and 20% Increase in Course Completions

OVERVIEW

Oklahoma State Medical Association's (OSMA) top goals are to be a leading resource for continuing medical education for physicians and to promote professional development throughout the career continuum.

A pivotal part of this mission was their continuing medical education (CME) program and standing as Oklahoma's highest-rated CME source and resource to Oklahoma CME providers.

PROBLEM

OSMA's learning management system (LMS) was expensive and staff were unable to create member pricing for their CME courses without it being on the honor system. Additionally, only technical staff members were able to easily create new courses, award credits, and send automated emails to course attendees, requiring inordinate amounts of manual data entry and re-entry. Because of this, OSMA was only able to create and maintain 1 on-demand course for its members.

AT A GLANCE

OKLAHOMA STATE MEDICAL ASSOCIATION

INDUSTRY

OSMA represents physicians as the non-profit state association providing legislative and regulatory advocacy, professional development, practice resources, and other key advantages to members throughout Oklahoma.

SOLUTIONS

TopClass, iMIS

MEMBER SIZE

3,500

WEBSITE

www.okmed.org

On the front end, their course attendees needed multiple sign-in credentials and to jump through multiple confusing hoops to claim credits that required hours of manual handholding from the OSMA staff through support calls.

> " *We've been using iMIS for years, but the move to TopClass as our LMS has been a game-changer—it's less expensive and better than our old LMS.* "
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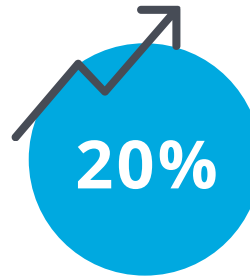> - Sharon Westmoreland, Information Systems Manager, OSMA
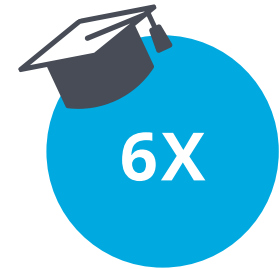
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www.topclasslms.com

THE IMPACT

90%
Decrease in support calls

50%
Decrease in time creating courses and inputting attendee information

20%
Increase in CME evaluation completions

6X
More on-demand courses OSMA offers to their members

SOLUTION

TopClass LMS quickly became the obvious choice thanks to its turnkey, two-way integration bridge and single sign-on solution for iMIS and Zoom and an easy integration with iMIS, their Engagement Management System (EMS).

With TopClass' seamless integration with iMIS and Zoom, when OSMA staff creates an event in iMIS, it automatically creates the event in TopClass and Zoom. Anyone who registers for that event in iMIS is automatically registered in TopClass and Zoom, so staff doesn't need to waste time manually entering data in multiple places.

Event attendee and no-show data are pulled into TopClass with attendees instructed to complete session/speaker evaluations and print their certificates. Attendees are automatically awarded their CME credit, data which is written into iMIS as well.

Because of the seamless integration with iMIS, OSMA now has insights into:

✓ Member engagement

✓ Responses to course evaluations

✓ Who completes programs and courses

✓ Their most popular courses

> *Non-technical staff can now create and automate courses, certifications, and emails, and we are able to bring in more revenue all while providing better experiences for both our members and our staff.*
>
> - Sharon Westmoreland, Information Systems Manager, OSMA

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