



EMPOWERS DELIVERY OF MEDICAL EDUCATION

World Leading science and Health Information Provider

ABOUT THE CUSTOMER

A global leader in science and health information and tools.

Serves more than 30 million scientists, students, and health and information professionals worldwide.

The products and services include electronic and print versions of journals, monographs, textbooks and reference works. The subject matter includes topics on health, life, physical and social sciences

The customer is a global leading provider of information solutions that enhance the performance of **science, health, and technology** professionals. The information empowers them to make better decisions, deliver better care, and sometimes make groundbreaking discoveries that advance the boundaries of knowledge and human progress. Customer operations are organized into two sections: Science & Technology and Health Sciences. The products and services include electronic and print versions of journals, monographs, textbooks and reference works and include topics on health, life, physical, and social sciences. As a global leader in science and health information and tools, the company serves more than **30 million** scientists, students, and health and information professionals around the world. Additionally, the customer publishes nearly **2,200 journals** and over **25,000** book titles, including a number of iconic reference works.



THE CHALLENGE

The customer was looking for a **Learning Management System (LMS)** to host and deliver 600 eLearning modules of digital content. The content comprised simulations, animations, videos, PowerPoint slides and HTML graphics.

As a strategic move, the customer was planning to sell its educational products online, to medical universities in the **Asia Pacific (APAC) region**. Through online sales, the customer was planning to target medical colleges, dental colleges, and nursing colleges in the APAC region and later expand to other areas. The success of this unique business model was dependent upon a strong learning delivery platform, which includes:

creation of a unique portal for each university ability to sell subscriptions to each university either duration-based or IP-based dashboards to monitor and track students' learning performance at multiple administrative levels easy-to-use and implement solutions for practical and clinical needs ensure consistency and standardization in clinical and practical education

The customer was looking for a **Learning Management System (LMS)** to host and deliver 600 eLearning modules of digital content. The content comprised simulations, animations, videos, PowerPoint slides and **HTML graphics**. All the content was created for “**important**” and “**difficult**” theoretical and practical concepts across

7 subjects which included:

Anatomy , Physiology , Pathology , Microbiology , Obstetrics & Gynecology Medicine



THE SOLUTION

GnosisConnect with the capability to manage different languages also provided the ability to create multiple sub-portals with unique URLs for each university. The entire platform was then hosted on the auto-scalable AWS platform.

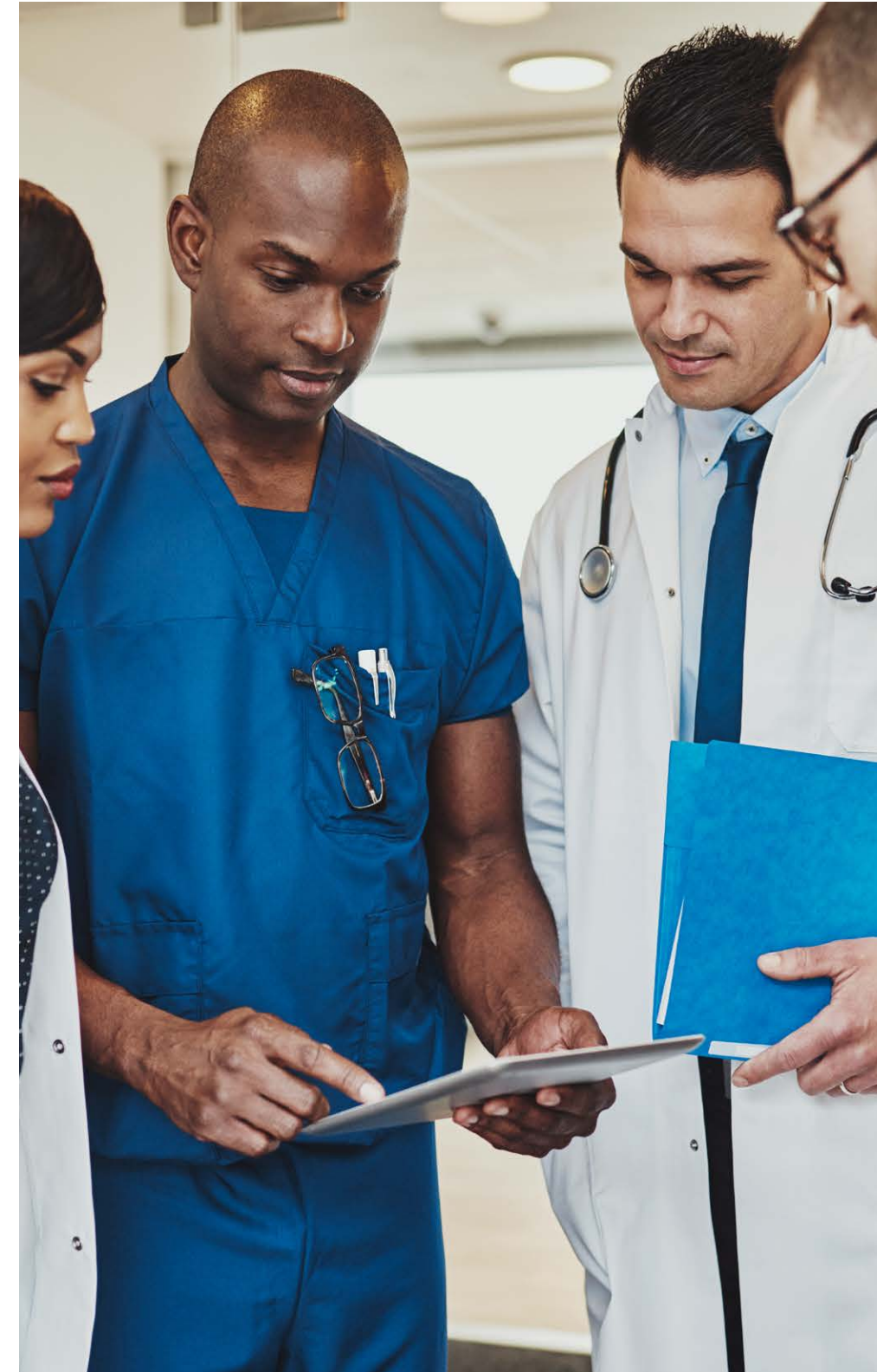
GnosisConnect is designed with the ability to run and manage eLearning, **Virtual Instructor-Led Training (vILT), ILT, and videos—making it a true blended learning platform** to fulfill the business model of the company. It is a robust open source system built on the open standard Moodle. Further, it facilitates hassle **free integration** with other existing **HRMSs** or other systems using open standards. GnosisConnect with the capability to manage different languages also provided the ability to create multiple sub-portals with unique URLs for each university. The entire platform was then hosted on the auto-scalable **AWS platform**.

The whole solution is created emphasizing its core objectives:

to register new learners, ensure that the study material is accessible to its existing members, conduct assessment tests of the users, provide means of interaction among the users and, basic reporting means through which users can check their performance.

GnosisConnect was customized for the users to view their own performance while teachers and the Administrator are able to view the performance of all registered users as well as the performance of the test program.

Multiple third-party **Application Programming Interfaces (APIs)** such as **Zoomify™** was used to create a virtual microscope. This was then integrated into the platform as part of an image management system



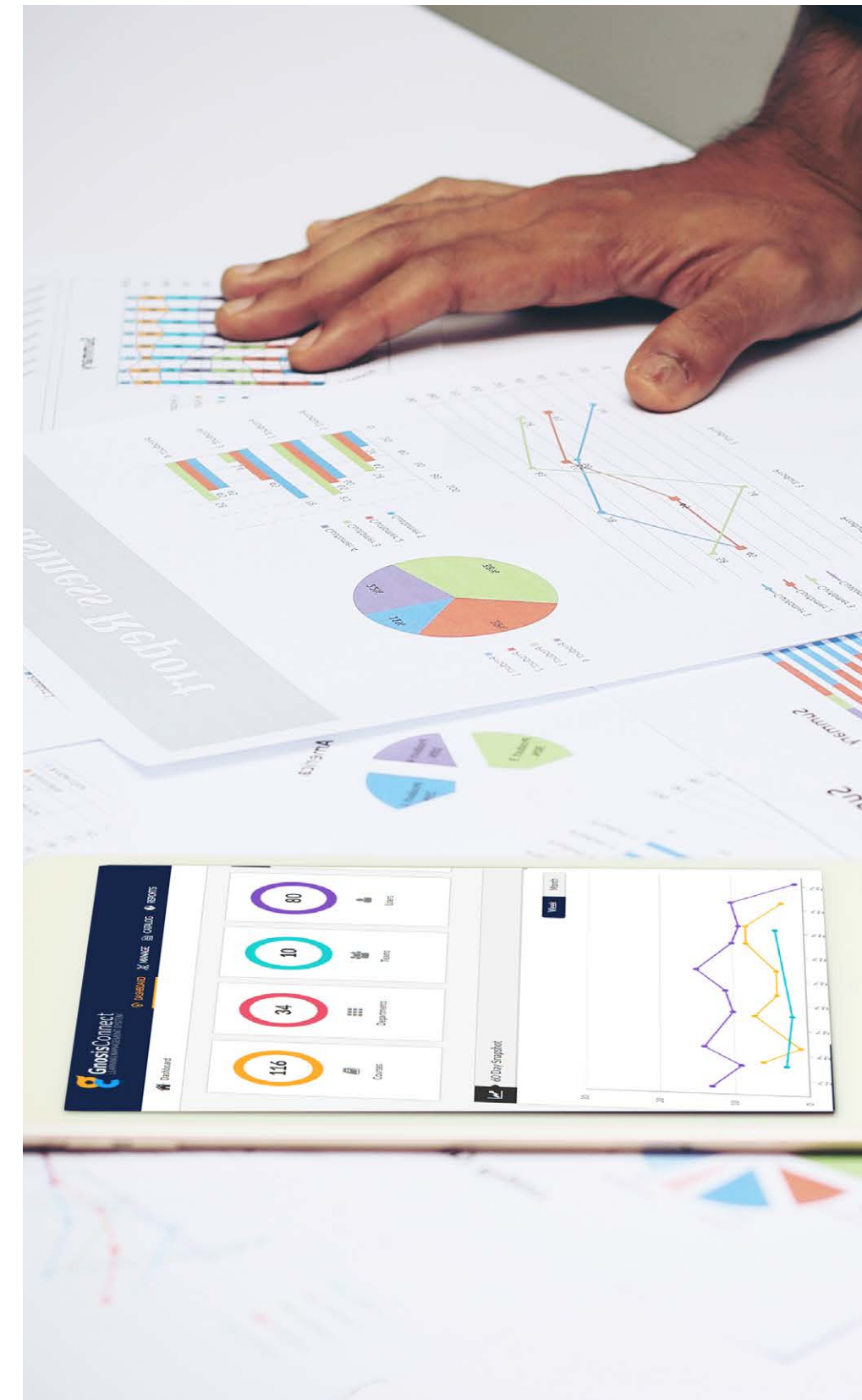
THE RESULTS

GnosisConnect adapted to the business model of the customer and significantly supported the customer's product launch and success.

- GnosisConnect hosted on the AWS cloud platform reduced the total cost of ownership and ongoing maintenance costs

InfoPro successfully provided the right application to meet the company's growth objectives. The major benefits delivered through GnosisConnect included:

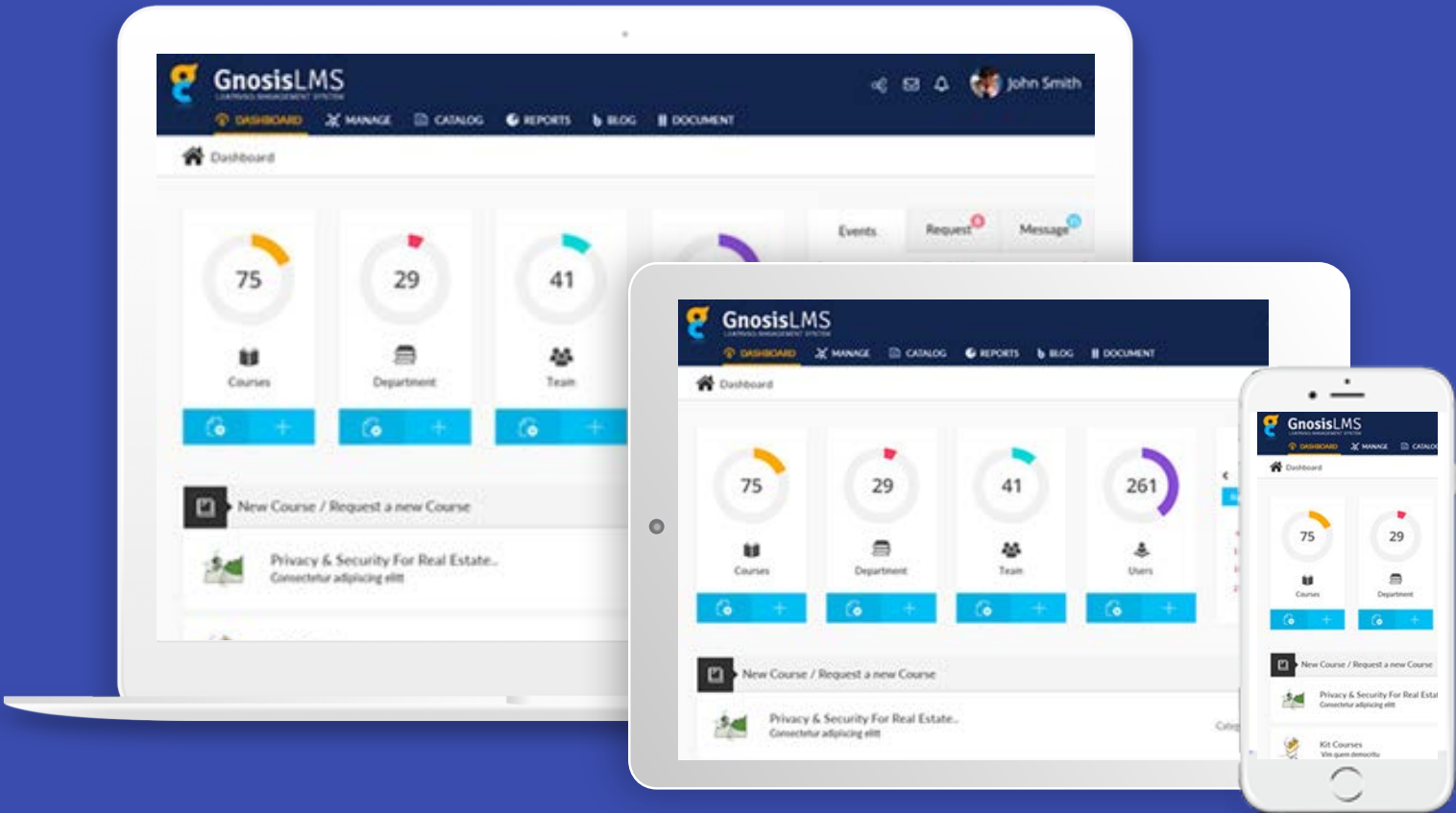
GnosisConnect provided the customer with a learning delivery platform that presented an easy reporting mechanism of managing vast amounts of client reports. Based on these analytical reports, the customer could now run focused advertisement campaigns through **banners and online ads**. The complete solution helped the customer aggressively market its products with higher profit margins. A customized version of **GnosisConnect** saved the customer from spending a huge upfront investment that would have been needed for a proprietary solution. This approach reduced the total cost of ownership. The ability to update, upload and create different types of content in diverse formats **including PDF, PowerPoint, and Word by authors, endorsed easy edits/updates**. All this added to the popularity and acceptance of GnosisConnect in the target market. Interactivities including blogs and forums allowed learners to collaborate and learn at the same time



About GnosisConnect

GnosisConnect is designed around the ability to run and manage eLearning, vILT, ILT, and videos—making it a true blended learning platform to fulfill the business model of the company. Further, it facilitates hassle-free integration with other existing HRMSs or other systems using open standards. GnosisConnect with the capability to manage different languages also provides the ability to create multiple sub-portals with unique URLs for partner/franchisee operations.

GnosisConnect comes from the winner of the Brandon Hall Gold Excellence Award for Learning Technology - InfoPro Learning. Regarded across the industry as the experts in corporate learning strategy, InfoPro has paid heed to the suggestions of their customers who feel that the most vital software supporting their learning organization does not map to their needs. InfoPro has responded to this demand with its release of GnosisConnect LMS.



[CLICK HERE TO LEARN MORE](#)