



Unifying Constituency Through an Online Education Portal

Organization: The Commission on Cancer

Contact: Elena Siampos, Manager, Education and Promotion, Cancer Programs

Technology: Online Education Portal



About CoC

The Commission on Cancer (CoC) is a consortium of professional organizations dedicated to improving survival and quality of life for cancer patients through standard-setting, prevention, research, education, and the monitoring of comprehensive quality care.

Established by the American College of Surgeons (ACoS) in 1922, the multidisciplinary CoC establishes standards to ensure quality, multidisciplinary, and comprehensive cancer care delivery in health care settings; conducts surveys in health care settings to assess compliance with those standards; collects standardized data from CoC-accredited health care settings to measure cancer care quality; uses data to monitor treatment patterns and outcomes and enhance cancer control and clinical surveillance activities, and develops effective educational interventions to improve cancer prevention, early detection, cancer care delivery, and outcomes in health care settings.

The Challenge

The CoC's online learning solution was fragmented, confusing, and generating little in the way of revenue. They were using two existing webinar portals through two different vendors that were not unified. In addition, using the two different vendors was causing confusion amongst users and not providing adequate technical support. CoC needed to consolidate their existing webinar solution and find a vendor that could offer a broader spectrum of virtual options, while still being cost efficient.

Another concern was finding a solution that offered reporting modules with the option to offer certification based on their withstanding accreditation system. It was also important to explore the possibility of expanding their webinar audience by including more rigorous and professional educational seminars geared towards physicians.

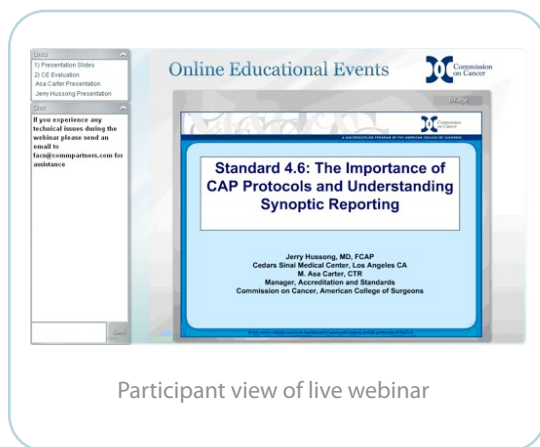
To achieve all this, CoC determined they would find one vendor who could tie all their goals together into a streamlined, united, revenue generating online education program.

The Solution

Elena Siampos, Manager, Education and Promotion, Cancer Programs, selected CommPartners to create a completely customized webinar solution that included a branded registration site that houses all live and on-demand webinars, a personalized Event Manager to assist with the planning and production of the events, a full technical support team for participants, and a certificate generating method at the completion of each webinar.

How It Works

In April of 2009, CommPartners built a custom branded web portal for CoC, allowing participants to register, purchase, and view both live and on-demand webinars. The portal currently hosts educational webinars for both the Commission on Cancer and the American Joint Committee on Cancer (AJCC), however, the education portal was originally designed for CoC programming. To facilitate the new relationship, CommPartners dedicated an expert Event Manager who helped assess their needs and worked closely with the CoC to help create the perfectly customized web solution.



Within the web portal system, once participants register themselves by creating a unique username and password, they may purchase and view the live and on-demand educational webinar, as well as check all orders they have purchased, see how many views they have remaining, and print their completion certificates for credit. The web portal also comes with a reporting feature that generates participant and income reports. Additionally, this module allows for evaluation reports that list the number of certificates issued for each program.

The live web events are captured using CommPartners EventCenter webinar software, and have a visual slide presentation synced up to a live audio feed, with a backup dial-in number. The webinar console also allows for custom branding, a chat box to facilitate question and answer sessions, and the ability for participant feedback. Each live event has an Event Manager to assist and moderate, as well as a CommPartners support team on hand

to tend to any technical questions. After each live event takes place, they are produced, stored and accessed via the web portal as an on-demand webinar. These webinars can be viewed in the same format as the live events, with the exception of the live question and answer session.

The entire educational web portal is supported by a live CommPartners technical support team, who are readily available to respond to phone and online inquiries. “The product has a lot of support from the CommPartners staff so it makes it a very easily managed product,” Siampos explains. “It’s very easy to schedule webinars with [CommPartners] staff, and get the support that we need to create, present and market them. The support that CommPartners provides to us is key in managing our programs since our staff resources are fairly limited.”

Results

The transition to the customized web education portal has been easy and highly profitable for the CoC. They were able to generate \$90,000 in revenue, which is a vast improvement from their previous webinar solution. In addition, they were able to expand the use of the site to include educational programming supported by the AJCC, a partner of the Commission on Cancer.

“I’ve had a great experience. The staff at CommPartners is both friendly and professional. It’s been a really good relationship.”

Elena Siampos, Manager, Education and Promotion, Cancer Programs

The customized online education portal that CommPartners created for CoC transcends the traditional registration site by allowing their participants to register, purchase, and view webinars, from one location. The web portal also provides reporting modules so they are able to generate feedback, as well as continue offering their customary accreditation system to constituents.

“The development of our education portal has been relatively seamless,” Siampos added. “The support that CommPartners provides makes it very easy to develop our educational programming and manage the site on a day to day basis.”

About CommPartners

Based in Columbia, Maryland, CommPartners, LLC offers basic webcasts, hybrid and managed online events, virtual conferencing, conference proceedings, online learning portals, and web and audio conferencing. CommPartners has served thousands of associations and businesses since 1995, and has been an ASAE Endorsed Services partner for 11 years.