



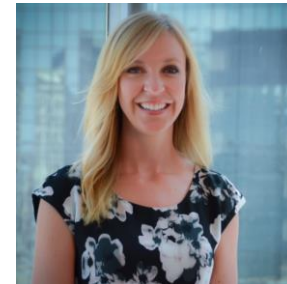
Leveraging Your Event and Educational Content to Increase Your Revenue



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Today's Agenda

- State of the Learning Industry
- Leveraging Content
- Experience/Expertise from Kara!
- Examples of leveraging content
- iMIS/Path LMS Bridge Explained
- Q&A



We live in the age of modern learning

7.1 MILLION
MILLENNIALS

comprise the largest population bump in history to embrace online learning.^{3,4}

74%

ACADEMIC LEADERS

rated learning outcomes in online education as the same or superior to live learning venues.⁴



Value of Today's Association

Education

Industry

Advocacy

Competency

News

Community



What is Currently Happening

Multiple
Vendors

Inconsistent
User Experience

Assumptions
Over Data

Technology
Trial and Error



Thriving or Maintaining?





Experience

Consistent Reliable Easy Engaging



Blue Sky eLearn Overview

- Founded 2002 in San Diego, CA
- Partner with 200+ Associations
- Award-winning Path Platform
- Managed Webinar Services
- Partner/Integration Network
- Client Success Focus





How it All Comes Together



Webinars & Webcasts



Reporting



Registration Services



Testing & Certifications



Revenue



iMIS



Turning a one time event into a durable marketing asset

Virtual Events- Webinars, Webcasts and Hybrid Events

- Connect live & virtual audiences
- Expand reach to remote audiences
- Enable remote presentations
- Reduce travel costs



Conference Capture

- Extend life of content 24/7/365
- Leverage your best content for members unable to attend
- Capture all on-screen content
- Synchronized and non-intrusive to event
- Opportunity for non-dues revenue generation





Poll

What are your biggest revenue generators around online learning?

- Webinars
- Conference Recordings
- Courses with associated CEUs
- Subscriptions





Poll

What are your most successful tools for marketing your eLearning?

- Social Media
- Email Promotion/Newsletters
- Online Community/Word of Mouth
- Direct Mail





Poll

How are you packaging/reselling your content?

- Product Bundles
- Subscriptions
- A La Carte
- We're open to suggestions...





Ideas to Sell More

- Packages
- Licensing
- Subscriptions
- A la carte
- Add-on purchase to live event
- Freemium
- Generating “buzz”
- Member benefits

Get more inspiration on marketing and pricing strategies on the BlueSky blog:
<http://www.blueskyelearn.com/resources/blog/>



Path LMS

Be your industry's "Educational Amazon"

Health Level Seven® International EDUCATION PORTAL

HL7 Education Portal

Welcome to the Education Portal!

Now it's easier than ever to find the training you need, straight from the source. Browse by topic, instructor, or search to find a topic of interest. The HL7 Education Portal provides training and education for the health IT community. It is your online source for HL7-related professional development and certification resources. Topics appeal to a variety of users, including project/product managers, implementers, software engineers, clinicians and business analysts working with HL7.

Special Note: If you have coupon codes for purchases made prior to Sept. 21, 2015, you will need new codes to access your programs. Please contact [Stacey Kayne Cheslock](#) for your updated codes.

POPULAR COURSE CATEGORIES

- HL7 FHIR® Resources
- CDM Standards Training
- Path to Certification
- Certification Practice Exams
- Meaningful Use
- Version 2 Standards Training
- Version 3 Standards Training
- View All Courses

Member Advantage Webinars
HL7 members enjoy free access to archived recordings of past member advantage webinars as well as significant discounts on webinars available for purchase. [View all Member Advantage webinars >](#)

Certification Preparation
The education portal is also home to the certification program materials. In addition to exam preparation resources, you are able to register for any certification exam online or at locations around the world. [View all Certification Preparation webinars >](#)

Build your brand

IARP LEARN INTERNATIONAL ASSOCIATION OF REHABILITATION PROFESSIONALS

Welcome to IARP Learn, your new home for rehabilitation education! On IARP LEARN, you can register for upcoming Events, view our growing library of On-Demand Courses, and quickly earn valuable CEUs. Purchase a course, watch it at your convenience, then get your certificate of attendance immediately. To get started, just click on the Course tab above, or click on one of the browse links below:

Available Courses: All | Previously Purchased | Free Courses | Courses Offering CEUs
IARP Sessions: Forensic | Life-Care Planning | Rehabilitation Disability Case Management | Social Security Vocational Expertise
Professional Level: Emerging Professional | Middle Career | Seasoned Expert
Content Type: Webinar | Conference Presentation | Journal Article

Please note: When signing into IARP LEARN, you will be redirected over to the IARP Account area, where you enter your IARP username and password. Once logged in an IARP Account, click on the IARP LEARN link to return to this site. Non members will be required to create a basic visitor's account.

Courses

- Set A Course for Success! November 6-8
Webinar Series: On-Demand Webinar
- IARP 2014 Annual Conference - 12 Presentations
- Ethical Issues in Multicultural Rehabilitation
- IARP LEARN Tutorials

Provide engaging learning

IFT Learn Online

Timely education at your fingertips...

Welcome!

If you haven't already, please be sure to sign in with your IFT username and password so you are able to view all the available eLearning content.

Register for Upcoming Virtual Events, view Online Courses, shop the On-Demand Webcast Catalog, or use the search feature at the top of your screen to quickly find eLearning opportunities in each of the following Content Areas:

Education & Professional Development | Food Chemistry | Food Engineering | Food Health & Nutrition
Food Microbiology | Food Processing & Packaging | Food Safety & Defense | Multidisciplinary
Product Development & Ingredient Innovation | Sensory & Consumer Sciences

Click this button for a list of upcoming Live Webcasts available for purchase:

Upcoming Virtual Events

Courses

- CFS Certified Food Scientist
- Certified Food Scientists (CFS) Prep Course Online
- Food Science for the Non-Food Scientist
- Flavor Interactions in Food: A Primer

Increase Revenue



Types of Content

- On Demand Videos
- Magazine Articles
- Compendiums
- Courses
- Webinars
- Journals
- Meeting Presentations

On-Demand Continuing Education

CAMFT

Welcome to CAMFT's On-Demand Learning Library
Your one-stop, on-demand learning library where you have access to many valuable and essential continuing education courses and articles designed to assist in fulfilling CE credits for Supervision, Legal and Ethical training, as well as, topics and areas most vital to mental health professionals.

Thank You CAMFT's 2015 Grand Sponsors

CPH **GEICO**

Courses View all >

| | | |
|---|---|--|
| <p>GETTING STARTED - A MUST READ</p> <p>Read instructions on how to use CAMFT's On-demand Learning Library, CAMFT's Refund Policy and CAMFT's Educational Disclaimers.</p> | <p>On-Demand Videos</p> <p>Fast & Convenient CE's: 1. Select, purchase and view the course you want. 2. Earn a passing grade and submit the evaluation. 3. Print your instant certificate.</p> <p>22</p> | <p>"The Therapist" Magazine Articles</p> <p>Earn up to two Clinical CE's or two Law and Ethics CE's by reading articles in The Therapist magazine. Members: \$20 / Non-Members: \$25.</p> <p>15</p> |
| <p>CAMFT's Supervision Courses Parts I, II and III</p> <p>Click here to find out how to become a CAMFT Certified Supervisor, and how to complete CAMFT Supervision Workshops I, II and III online.</p> | <p>Compendium Purchase</p> <p>This 7-hour self-study program will fulfill the EBSCO's continuing education requirement for law and ethics. Click here to find out how!</p> <p>1 1 1 1</p> | <p>EBSCO Host</p> <p>Click here to choose to read from over 600 Scientific Journals and earn continuing education credit.</p> |



NRAA's Path Platform is the primary hub for online kidney care learning.

They provide relevant education for dialysis providers and helps kidney care professionals meet CE requirements.

They provide members special discounts on webinars and meetings, including free registration for Webinar Wednesdays.

EDUCATION STATION

NRAA The resource and voice for independent and community-based dialysis providers

NRAA

WELCOME TO NRAA'S EDUCATION STATION!
Dialysis Providers' 24/7 Hub for Online Kidney Care Learning

Education Station, the go-to online learning resource for the kidney care community, is an education platform accessible 24/7. Each program features relevant education for independent and regional-based dialysis providers. Education Station also helps kidney care professionals meet professional development requirements, CE contact hours available on certain programs. Browse through our programs below or search for a specific topic above in the search bar.

NRAA Members (primary representatives and additional contacts) receive special discounts on webinars and meetings, including FREE registration for Webinar Wednesdays, a monthly series taught by leaders in the dialysis and healthcare industry addressing the best practices in patient care, quality measures, facility leadership and team management. To learn about NRAA membership, visit [NRAA's Membership page](#).

Programs View all >

NRAA WEBINAR WEDNESDAYS

SPEND YOUR SUMMER WEDNESDAYS WITH US

July Webinar Wednesday

Reduce your survey stress by learning how to be prepared for a CMS Core Survey at any time. There is no reason to be afraid of the CMS course survey. In today's

NRAA PEDIATRIC DIALYSIS EDUCATION SERIES
 A Webinar Series dedicated to improved quality care

Pediatric Dialysis Education Series

The NRAA Pediatric Dialysis Education Series is geared to pediatric dialysis providers, and will feature a four-part webinar series and additional education.

ROADMAP TO INTEGRATED KIDNEY CARE
 SPONSORED BY Renal Services Exchange

NRAA Road Map to Integrated Care / ESCO...

An overview and discussion on the ESCO application process, benefits to providers and overall role within integrated kidney care. Registration is free, but required.



USCAP provides continuing medical education for pathologists around the world.

They primarily use Path for hosting their paid online courses featuring presentations and handouts.

Member and Non member pricing.

Discounts like purchasing an entire seminar or individual presentations.

The Interactive Microscopy Experience



CME FOR FREE!
FREE ONLINE COURSES

TAKE A CLOSER LOOK AT eLEARNING

Welcome to USCAP's eLearning Center. We believe that online learning can be a powerful tool for pathologists everywhere. That is why we are giving you **three free samples** from our new Interactive Microscopy Courses. The full courses are available online here as well.

Enter this code at checkout to get this entire course for free: **FreeInteractiveExperience**



Here is all you need to do:

First, make sure you that you sign-in using your USCAP Log-in and password at the upper right.

Search

If you have forgotten your password, please email help@uscap.org to retrieve your password.
If you have never created a USCAP Log-in, please just create one here (and remember to enter your name correctly, so that your CME certificates match your name properly!)
You should see your name appear in the upper right hand of the screen:

Enter this code at checkout to get this entire course for free: **FreeInteractiveExperience**

\$150.00 - \$200.00

Items Included in the Purchase of this Course

- Deep Soft Tissue Tumors with Dr. Hornick: Spindle Cell Tumors** 📄
Sections: 1 Presentation, 1 Assessment, 1 Document, 1 Certificate, 1 Survey
- Breast Pathology with Dr. Schnitt: Intraductal Proliferative Lesions, Microinvasion, and Columnar Cell Lesions** 📄
Sections: 1 Presentation, 1 Assessment, 1 Document, 1 Certificate, 1 Survey
- Hematopathology with Dr. Arber: Unusual Hematopoietic Tissue Infiltrate** 📄
Sections: 1 Presentation, 1 Assessment, 1 Document, 1 Certificate, 1 Survey



ACTFL LANGUAGE EDUCATORS' LEARNING PORTAL

AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES

Welcome to ACTFL's Language Educators' Learning Portal

Designed for busy world language teachers and administrators seeking professional development on demand, each unique Virtual Learning Module (VLM) includes Video Lessons, Discussion Guides, PowerPoint Slides and a final Certificate of Completion to keep you motivated with the most effective research-based practices in language learning. VLMs are ideal for individual study or for guiding collaborative exploration as a Professional Learning Community.

MY COURSES **LEARNING CATALOG** **PRODUCT BUNDLES** **LIVE EVENTS**

- Go to **MY COURSES** to track your progress and view your Learner Profile.
- Browse our **LEARNING CATALOG** to view all the professional development topics we have to offer.
- Find great deals on our **PRODUCT BUNDLES** page.
- See how you can get involved on our **LIVE EVENTS** page.

[Edit Description](#)

Learning Catalog [View all](#)

Supporting Use of the Second Language (E2)

Authentic use of the L2 while providing real-world examples for the classroom!

3 Presentations 1 Certificate 1 Survey

ACTFL provides numerous certification courses for Language Educators.

Virtual Learning Module (VLM) includes Video Lessons, Discussion Guides, PowerPoint Slides and a final Certificate of Completion

They utilize product bundles and integrated ad-networks.



ACOFP provides live webinars, on-demand recordings and self-study modules to help prepare osteopathic physicians for the Board Examination.

2017 Intensive Update
Board Prep

NEW - 2017 Intensive Update & Board Review Online

ACOFP's Intensive Update & Board Review On-Demand provides fast-paced, 30-minute didactic video presentations on key topics in contemporary family medicine.

30

Practice Questions
Board Prep

Online Practice Questions - NO CME

Boost your confidence with practice questions as you prepare for the in-service exam. Features 220 multiple choice questions. Access test questions from any...

5

OMT Video Library
Board Prep

OMT Video Procedures Library

This online educational resource lets you view step-by-step demonstrations of over 150 osteopathic manipulative treatment (OMT) procedures.

1

acofp '17
ANNUAL CONVENTION & SCIENTIFIC SEMINARS

ACOFP 2017 Lecture Recordings

Not able to attend ACOFP '17? View recorded sessions and earn CME on specific topics.

20

Resident Programs

Resident Programs - On Demand

Learn about a variety of topics including Billing & Coding, Contract Negotiation, and Physician Burnout and Wellness. These lectures were recorded March 17-18 during...

1

Faculty Development

Faculty Development

These on-demand programs are focused on educating residency faculty, Preceptors and Instructors to improve skills.

2



**COLUMBUS
COMPREHENSIVE
REVIEW**
Full Access October, 2016

Columbus Comprehensive Review 2016 \$

Perinatal Resources, Inc. is pleased to present the Columbus Comprehensive Review. You may purchase the entire package for \$1,375.00 or any singular presentation for...

69

Gynecology
October, 2016

Gynecology, 2016 \$

Just need an update in Gynecology? This is the package for you. Includes General Gyn, Urogyn, Oncology and REI. The complete Gyn package is \$700.00, or you can...

41

Obstetrics
October, 2016

Obstetrics Only, 2016 \$

Just need an update in Obstetrics? This is the package for you. Includes General obstetrics and maternal fetal medicine. The complete OB package is \$700.00, or you can...

28

Urogynecology
October, 2016

Urogynecology Package, 2016 \$

Just need an update in Urogynecology? This is the package for you. The complete package is \$230, or you can purchase lectures individually for \$39.00

7

**Gynecologic
Oncology**
October, 2016

Gynecologic Oncology, 2016 \$

Just need an update in Gynecologic Oncology? This is the package for you. The complete package is \$300, or you can purchase lectures individually for \$39.00

8

**Reproductive
Endocrinology
and Infertility**
October, 2016

Reproductive Endocrinology and Infertility, 2016 \$

Just need an update in Reproductive Endocrinology and Infertility? This is the package for you. The complete package is \$325, or you can purchase lectures...

9

Perinatal Resources Inc

- Sell an Entire Package
 - Conference Presentations
 - Sell individual presentations
- Sell Topics/Categories
 - Sell individual Presentations

The material presented at this course is being made available by Perinatal Resources, Inc. for educational purposes only. This material is not intended to represent the only, nor necessarily the best, methods or procedures appropriate for the medical situations discussed, but rather is intended to present an approach, view, statement or opinion of the faculty which may be helpful to others who face similar situations. Every effort has been made to assure the accuracy of the data presented at this course. Physicians may care to check specific details such as drug doses and contraindications, etc., in standard sources prior to clinical application. Perinatal Resources, Inc. disclaims any and all liability for injury or other damages resulting to any individual attending this course and for all claims which may arise out of the use of the techniques demonstrated therein by such individuals, whether these claims shall be asserted by a physician or any other person.

\$325.00

Add to Cart

Items Included in the Purchase of this Course

Infertility Evaluation and Induction of Ovulation \$ 🔒 \$39.00 >

Section: 1 Presentation 2 Assessments

Add to Cart

Disorders of Puberty \$ 🔒 \$39.00 >

Section: 1 Presentation 2 Assessments

Add to Cart

Endometriosis \$ 🔒 \$39.00 >

Section: 1 Presentation 2 Assessments

Add to Cart



Types of Content

- Live Webinars
- Archived Webinars

NAFSA
e-Learning Seminars

GLOBAL LEARNING CONVERSATIONS

📍 NAFSA

NAFSA: Association of International Educators is the world's largest nonprofit association dedicated to international education.

NAFSA brings together professionals committed exclusively to advancing international higher education. The association provides leadership to its diverse constituencies through establishing principles of good practice and providing professional development opportunities. NAFSA encourages networking among professionals; convenes conferences and collaborative dialogues; and promotes research and knowledge creation to strengthen and serve the field. NAFSA leads the way in advocating for a better world through international education.

Register for a [Live Event](#) or check out our selection of [On-Demand e-Learning Seminars](#) and [Global Learning Conversations](#)!

NAFSA
e-Learning Seminars
Current International Education Topics

NAFSA
e-Learning Seminars
On-Demand International Education Topics

NAFSA
GLOBAL LEARNING
conversations

Explore by Community:

Education Abroad

International Education Leadership

International Enrollment Management

Global Learning

International Student and Scholar Services

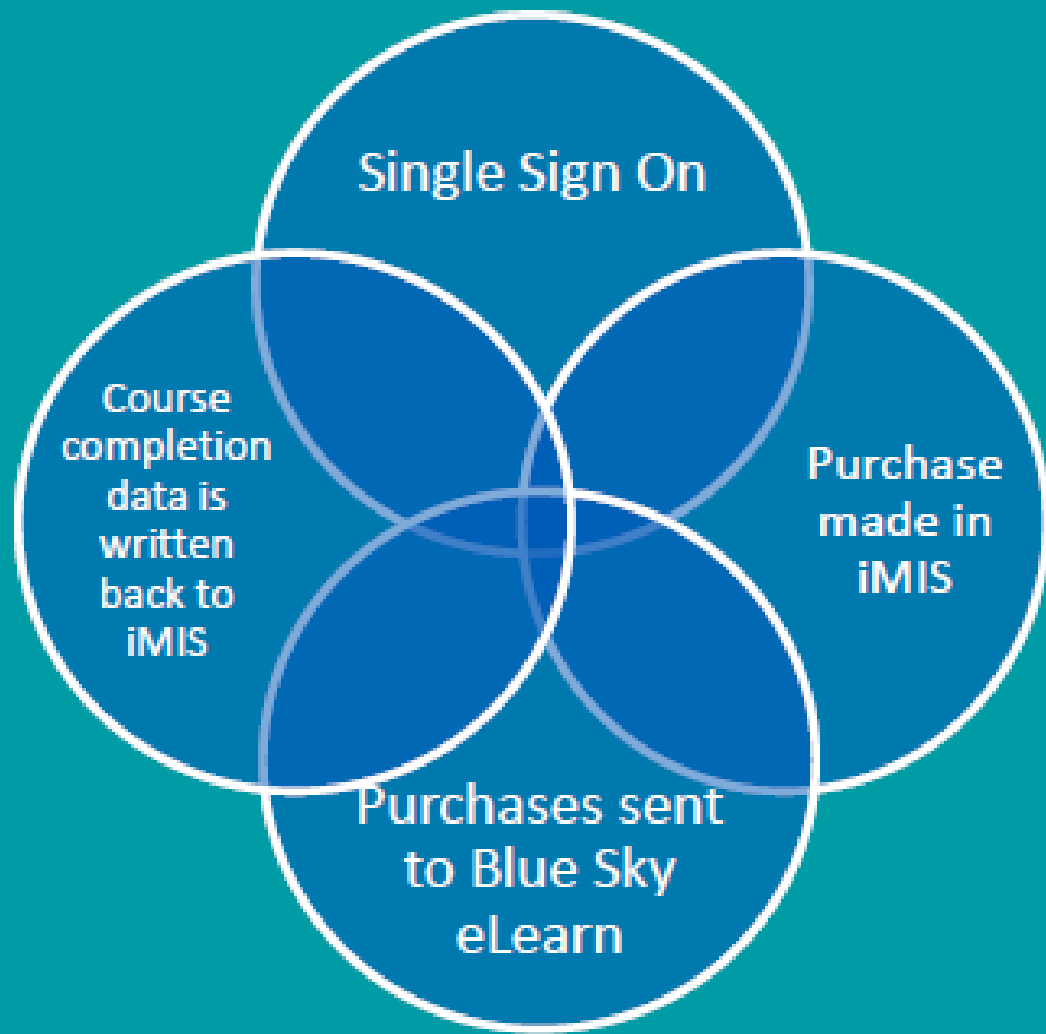
Teaching, Learning, Scholarship

[Edit Description](#)



iMIS Bridge- What is it?

- Built by ATS
- Works with all versions of iMIS from 10.x to 20.x
- Report generation based on standard iMIS
- Documentation & support



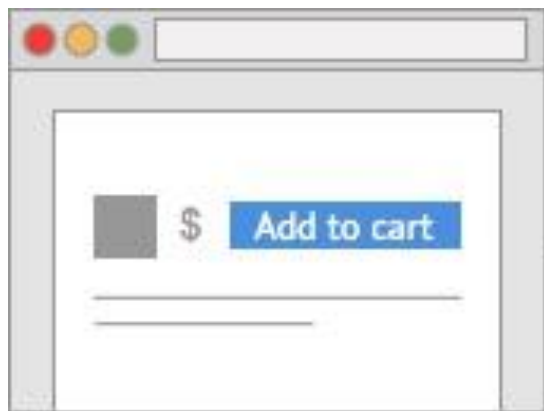


iMIS Bridge- Framework

- .Net webservices base don the iMIS Business Objects on your server
- Requirements:
 - iMIS Business Objects (IBO) in your ASI license key
 - A webserver with .NET 4.0 Framework (or newer)
 - SSL certificate
 - An ATS license key



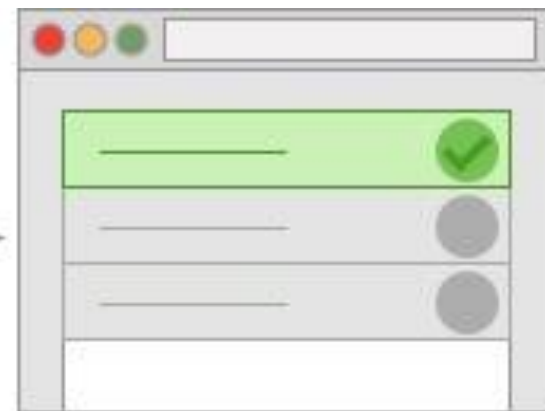
iMIS Purchase



User purchases course access through iMIS ecommerce

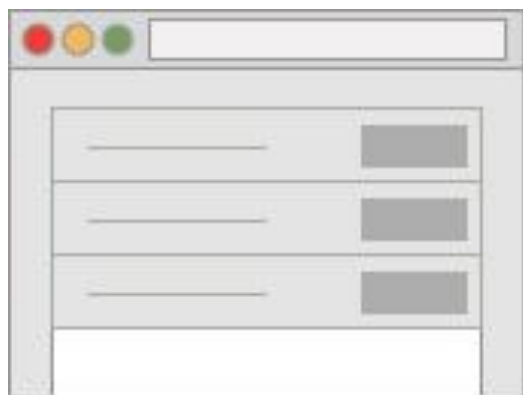


At purchase, user is created in Path and registered for course



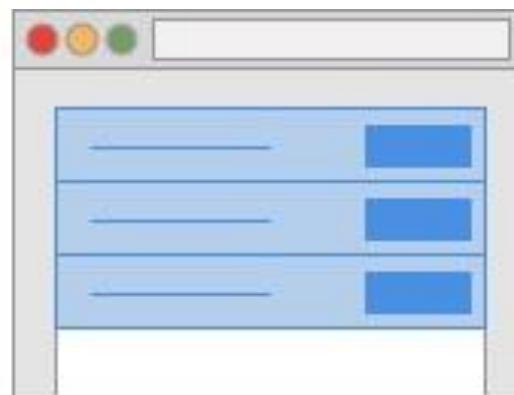
User activity is updated in iMIS when sync completes





User visits the Path site

Gets redirected to iMIS, logs in with iMIS credentials



User is returned to Path and can complete the course

Course completion information is written back to iMIS





iMIS Bi-Directional Learner Data

The following are currently written-back/stored in iMIS for the Path Bridge:

- ActivityType name from the setup above (BLUESKY)
- Product Code ID (gets mapped to content available in iMIS)
- User ID (gets mapped to iMIS user record)
- Description
- URL
- Passed Date
- Assessment ID and Assessment Name
- Min Completed
- iMIS Order Number
- Assessment Score and Min Required Score
- Registration Date and Completion Date
- Credit type(s) earned and credit value(s) earned





Leveraging Path Data

- Course enrollment & completion data from Path are stored in iMIS Activity Records
- Data can be reported on with IQA (Intelligent Query Architect) or other tools
- Completion data can be cross-referenced against purchases and other data.

The screenshot shows the 'Activity Detail' form in iMIS. The form contains the following fields and values:

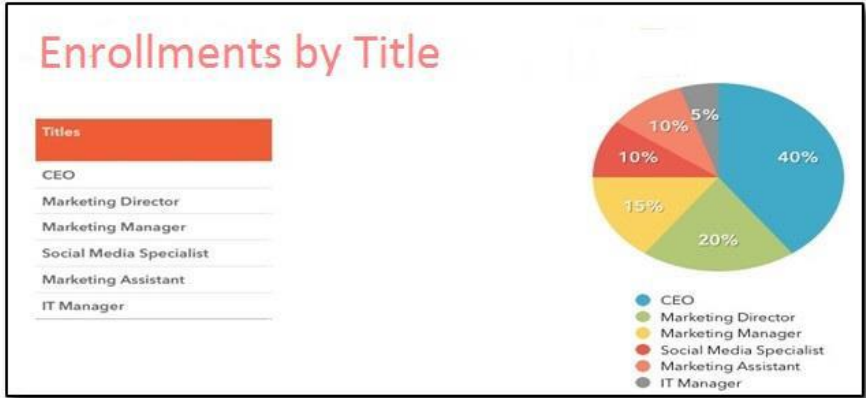
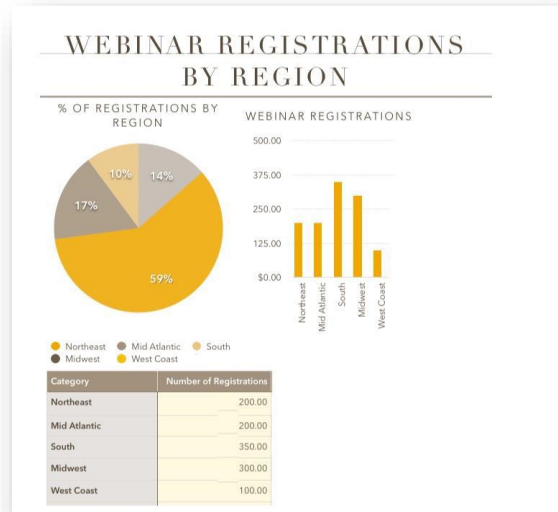
| | | | | | |
|-----------------|--|---------------|------------|-------------|------------|
| Type | BLUESKY | Date | 02/01/2015 | Passed Date | 02/19/2015 |
| Product Code | BSB-EVENT/REG_MAIN | | | | |
| Description | Blue Sky Broadcast Course 1 | | | | |
| URL | https://www.pathlms.com/auth/imis/callback | | | | |
| Assessment ID | 43579 | Min Completed | 0.00 | | |
| CEU Type | CERT | CEU Value | | | |
| SOCID | 14234 | Score | 80.0000 | | |
| iMIS Order Num | 232165.00 | Min Req Score | 75.0000 | | |
| Assessment Name | CSB_1000 | Reg Date | 02/01/2015 | | |
| | | Comp Date | 02/19/2015 | | |





Leveraging Path Data

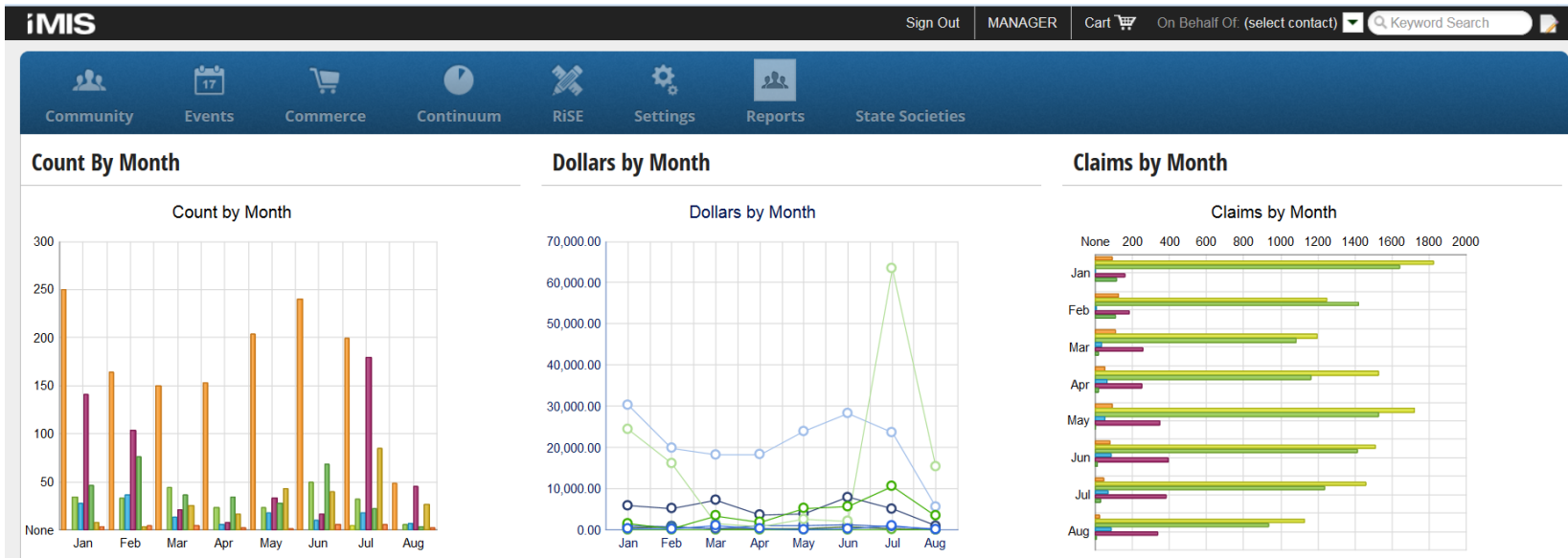
Combining iMIS data with Path LMS course data produces a wealth of information, reports, dashboards and other business analytics to gauge the effectiveness and reach of your eLearning efforts and revenue generation.





Results

- All purchases tracked in iMIS
- All completions tracked in iMIS
- iMIS 20 Dashboards





Thank you!

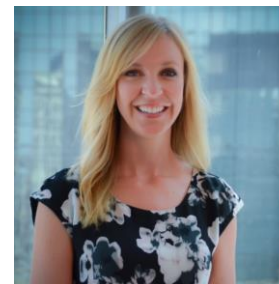
Questions?



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