

CUSTOMIZING A SOLUTION TO MEET DIGITAL DEMANDS

THE IDEA

CitizenMD (CMD) is an organization dedicated to teaching individuals lifesaving medical skills necessary to respond to all types of injuries.

Due to budget cuts by many of their customers, CitizenMD needed a way to provide training in a more cost effective and "just in time" method.



THE INSIGHT

We sought to create a digital platform that allowed CMD to provide their core training in a single online experience. After conducting research, we configured and customized an enterprise LMS offering, bringing CMD's training offering into the digital age. We consulted with and created the initial training packages, as well as the accompanying online certification process.

By creating a robust learning experience, customers are able to get the training that they need and when they need it, saving time and money for CMD's customers.

THE IMPACT

- Increased sales channels and opportunities beyond law enforcement agencies.
- Eliminated the manual interaction and costs associated with in-person training.
- Increased registrations as all training could be completed at the customers pace and on their own schedule without interrupting a work day.