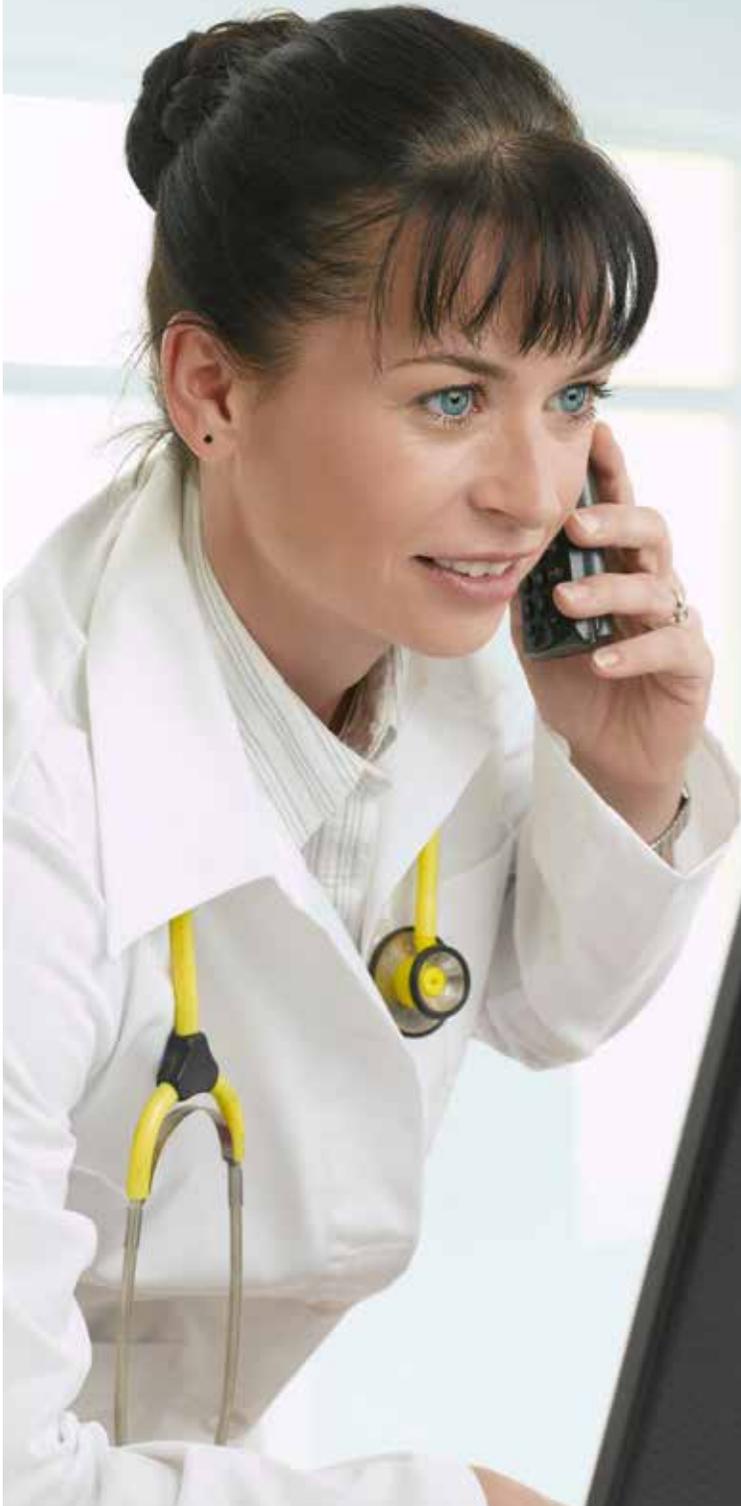


CLINICAL DIFFERENCE



AT-A-GLANCE

CUSTOMER'S BUSINESS:

Training provider for healthcare industry professionals

PROBLEM: A training provider needed a way to make its Learning Management System more customizable, reliable and cost-effective learning management solution to scale-up their offerings and increase their business.

SOLUTION: A training provider needed a way to make its Learning Management System more customizable, reliable and cost-effective learning management solution to scale-up their offerings and increase their business.

RESULTS: Cost savings, more reliable access to the LMS and greatly improved ability to provide training courses on a much bigger scale to more customers.online training implementation.



“ (Lambda) are able to look after our needs on schedule and on budget, with minimal downtime for our LMS. Now we’re taking advantage of all that the Moodle LMS has to offer. ”

- Daniel Steinberg, Clinical Difference Chief Technical Officer

When their company needed a Learning Management System that was customizable, reliable and cost-effective, Lambda Solutions provided a solution that met their needs and helped them scale up their business.

ABOUT CLINICAL DIFFERENCE

Clinical Difference offers focused interventional cardiovascular education for industry professionals and others in connection with health challenges such as acute myocardial infarction and complex coronary disease. They serve their clients by providing educational content and testing materials. Their target market includes is focused on salespeople in the health sector. Clinical Difference has a range of clients in the health sector, particularly in the field of medical device manufacturing and sales.

PROBLEM

In 2010, Clinical Difference needed a solution to make it easier to deliver educational content better for their clients. The Learning Management System needed to be well-supported and easy to develop and configure. Clients would also require reliable access to educational content through the learning platform.

“We also needed a solution that was simple to use, even for those who aren’t technically inclined,” says Clinical Difference Chief Technical Officer Daniel Steinberg. “We didn’t want a solution that trained salespeople to use technology, but instead a technology solution that would train salespeople and health professionals be even more successful.”

They wanted to achieve these objectives while ensuring the solution was cost-effective, to avoid passing on excessive costs to their end-users. Additionally, Clinical Difference’s executive team needed their solution on a relatively tight timeline to meet growing consumer demand.

EVALUATION PROCESS

Clinical Difference began an expedited evaluation process of comparing Learning Management Systems that could be integrated with their business model. The company already had positive experience using Moodle to deliver educational content to clients on a smaller scale; soon, Moodle rose to the top as the best option for scaling up their business.

“We were impressed that Lambda Solutions was an official Moodle partner and that certainly impacted our decision,” Steinberg says. “We had used them previously with our smaller-scale deployment; for this more ambitious phase, they offered a reasonable price point and the support we would need long-term to expand and improve quality. We took comfort in knowing that Lambda Solutions was focused on Moodle and were committed to the platform.”

Lambda Solutions provided effective assistance in settling technical capabilities. “After assessing our needs, they provided good recommendations and accurate implementation timelines,” Steinberg said. “They follow through with what they say they can deliver. We tell them what we need from a business perspective and they handle the technical side.”

SOLUTION

Clinical Difference already had a virtual dedicated server with a single installation of Moodle; Lambda Solutions assisted the company to configure a similar plan on a shared hosting account that met their precise needs. Adding Clinical Difference to Lambda Solutions’ shared Content Delivery Network (CDN) helped control costs and provided a reliable connection for clients to online educational content from across the United States.

RESULTS

Cost savings. Moving from a dedicated hosting solution to shared hosting for their LMS provided immediate cost savings as Clinical Difference did not have to invest capital in purchasing or maintaining separate hosting infrastructure.

Reliable access and performance of the LMS. Clinical Difference’s clients are pleased with the reliability and course development capabilities of the Moodle LMS for training purposes.

New ability to scale educational offerings as needed. Clinical Difference now has the ability to expand their course offerings and user base while enhancing the user experience. They are able to seamlessly roll out new features both for training administrators and for trainees.

“We’re now working with Lambda Solutions to expand our course offerings even further,” Steinberg says. “We’re also upgrading versions soon. We’re pleased to be working with them because they are able to look after our needs on schedule and on budget, with minimal downtime for our LMS. Now we’re taking advantage of all that the Moodle LMS has to offer.”

ABOUT LAMBDA SOLUTIONS

Exceptional Support has made Lambda Solutions a leader in Moodle Managed Hosting and Professional Services. We believe that support is a critical component to any successful implementation and use of any technology. Since 2002, we have helped many organizations deliver great e- learning experiences. We combine offerings in managed hosting, application support services, development and integration expertise, as well as training to customers in Education, Corporate Training, Healthcare and Government. Lambda Solutions is an official partner of Moodle, the world’s leading Open Source Learning Management System.

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