

# OUTSTART



## CMR Institute: Opening Up New Markets

CMR Institute, founded in 1966 by a group of physicians, offers non-branded, unbiased, and practical education to biopharmaceutical, medical device, and diagnostics professionals. They have educated more than 150,000 students from more than 75 pharmaceutical and biotech companies worldwide, making them the leading provider of educational solutions for healthcare representatives and managers.

A few years ago, CMR Institute needed to respond to new customer and market demands by offering their expert content in an elearning platform rather than traditional print-based courses. The response not only helped the company to increase revenue but helped expand their business and reach different industries and new markets.

"Our content is how we differentiate ourselves," says Michelle O'Connor, SVP, Learning Strategy and Innovation for CMR Institute. "Our issue wasn't the quality of our content. We had great content but it consisted of lengthy, print-based certification courses. With training and travel budgets lower than in the past, elearning was becoming a large and crucial component of our business. We wanted to modularize our existing content by reusing and repurposing, not recreating it, to offer shorter and more targeted elearning modules that were 30-45 minutes in length."

"Driven by these requirements, we realized we needed a learning content management system (LCMS) that would allow us to significantly improve the way we developed, managed, maintained, and delivered our elearning content."

"The LCMS we implemented was a key component in helping us increase the company's bottom line. For example, we decreased our content development time by 50% and increased the number of courses we offered by 700%. Additionally, we created new revenue streams and opened up new markets by reusing existing learning objects and repurposing the content in different ways to appeal to different audiences," O'Connor continues.

"By using the LCMS platform as a central location for all our customers to access our training, we were able to take our content global and now offer courses in over 35 countries," says O'Connor. "Additionally, the LCMS helped lower our overall internal costs by streamlining the content development, management, maintenance and delivery processes."

"As we evaluated a number of LCMS solutions we wanted to make sure the system selected would not only support our corporate plans but also be sound from an instructional design perspective," says Britney Conrad, Product Development Implementation Specialist for CMR Institute. "We were very impressed that the OutStart platform was rooted in instructional design principles and processes."

### INDUSTRY: Pharmaceutical and Biotech Training & Certification

#### RESULTS

- decreased content development time by 50%
- increased the number of courses we offered by 700%

"Since content is so dynamic in healthcare today, we are pleased to have the capability within the LCMS to create, manage and re-use content much more quickly and easily than before. The linking function within the LCMS enables us to instantly update all instances of any piece of content that has been used throughout our course library," says Conrad.

"This was a big change for us since it used to take up to eight months to revise and deliver our full courses. Now, when new information is available, we can create the online courses much faster by reusing and repurposing content, rapidly building new content in a team environment, and reviewing and making changes online. By publishing in AICC, we easily deliver new content to our learners. This

“Our industry never stops changing. Neither does our online library.”

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means that when a new healthcare reform bill is released, for example, we can update all of our courses accordingly and push it out to our learners. The next time they login to the system the content is automatically updated. If we didn't have this feature, students would be accessing outdated material or would have to take a new version of the course. The LCMS streamlines content for our learners as well as for our development team."

"Over the past three years we have also transformed our delivery methods and have moved from delivering 100% print-based learning to 50% print-based and 50% elearning, with a definite trend towards elearning," says Conrad. "This enabled us to 'go green' by reducing the amount of inventory we maintain since updates can now be made 'on the fly' to reflect changing industry trends, laws, and regulations as they happen."

## FUTURE LEARNING AND DEVELOPMENT PLANS

"Since implementing the LCMS, our students are extremely satisfied," says Conrad. "They love our short elearning modules because they are able to complete small bits of learning wherever they are. We have had several students who have completed our larger programs entirely from elearning modules and were really pleased. It allows the learner to focus on areas that are most relevant to them rather than an entire book where only portions may be applicable."

"Now that we are successfully delivering elearning content to our customers via our LCMS, our product strategy has shifted to optimizing our content for mobile learning while continuing to enhance our elearning modules and student experience."

"We support mobile learning because many of our clients have implemented iPads and other mobile devices for their field sales teams to support their sales strategy. To ensure content is available for these devices we are adding mobile learning modules as an option within our online library," says O'Connor. "We are also looking at more application-based learning activities such as simulations. We will be weaving in more interactivity to all of our training, in an instructionally sound way, knowing that our LCMS will support these enhancements".

Michelle R. O'Connor, CMR  
Senior Vice President, Learning  
Strategy and Innovation



Michelle O'Connor leads product development and implementation for CMR Institute. Drawing on an extensive background that includes work in healthcare education for the pharmaceutical, and biotech industries, Ms. O'Connor helps organizations improve learning outcomes while ensuring their needs are addressed. Ms. O'Connor also facilitates industry intellectual dialogue through the Institute's Educational Council, as well as overseeing in-depth student and client research. Her work to develop relevant content that meets the ever-changing needs of the industry will continue to be vital to ensure representatives' valuable role in improving patient care.

Britney Conrad  
Product Development and  
Implementation Specialist



Britney Conrad oversees the implementation of the Institute's educational offerings to ensure healthcare representatives and clients receive maximum value and performance. Since joining CMR Institute in 2006, Ms. Conrad has worked with a range of stakeholders to ensure new and enhanced product offerings meet the evolving needs of our clients. She has been instrumental in developing new ways for reps in the field to access information and has led the charge to restructure programs and content to meet the evolving training needs of our customers. Ms. Conrad is directly involved with the industry, serving as a key industry liaison with leading pharmaceutical and medical device industries and content developers.

## About OutStart

You view knowledge sharing between your employees, partners, and customers as a strategic priority. Their knowledge leads to your success. OutStart's portfolio of inter-related mobile, social, and learning Knowledge Solutions accelerate and broaden access to colleagues and the knowledge they need to respond to business requirements more quickly and make better informed decisions. Together you excel. Recognized as a Visionary in Gartner's Magic Quadrant reports for the last seven years, OutStart is regularly acknowledged for its award-winning solutions including OutStart LCMS; Participate, social business software that integrates social networking, collaboration and knowledge sharing technologies; Hot Lava Mobile to develop, deliver & analyze high impact mobile learning; OutStart LMS, a full featured, configurable learning management system; and TrainingEdge.com an affordable learning & knowledge suite for the Enterprise the extends LMS and traditional elearning to support informal, social & mobile learning.

For insight into customer implementations, best practices, industry news and more, visit the OutStart Knowledge Solutions Blog, and follow us on Twitter @outstart.

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### CASE STUDY:

