

# An LMS Subtle in Looks, Robust in Function: Allen Communication Learning Services Helps F.A. Davis Keep Physical Therapists Licensed

The requirements for physical therapy professionals (PTs and PTAs) to stay licensed are ongoing and differ from state to state. F.A. Davis, a publisher of healthcare professional references and textbooks, wanted to provide a library of online continuing education (CE) courses for physical therapists, as well as generate new revenue. FulcrumTech ([www.fulcrumtech.net](http://www.fulcrumtech.net)), a company that specializes in online marketing, was hired by F.A. Davis to help conceptualize and then build out a Web-based business devoted to the needs of physical therapy professionals: DavisPTnetwork (to view this website, which includes the CE Courses learning portal, please go to: <http://www.DavisPTnetwork>). It was to deliver an online social network, friendly usability, better promotion of books to practitioners, and an easier way to find the information PTs needed to complete their ongoing educational needs.

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What F.A. Davis needed as part of its delivery strategy was a learning portal that could offer the courses, track the requirements and the scores, and provide the online training PTs needed to stay current in their field. This was when FulcrumTech came to Allen Communication Learning Services (Allen).

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Unique features and functions requested by F.A. Davis were built into the CE Courses:

- **User interface that appears embedded within the framework of the supplied site—this allows users to feel they haven’t moved into an LMS, but are still on DavisPTnetwork.**
- **Single sign-on integrated with the main site—once users sign on to the main site, they are signed into the CE Courses as well.**
- **Self-registration—users provide an email and password to voluntarily sign in.**
- **eCommerce feature—users can purchase online courses with a credit card.**
- **Custom rendering of learning portal information for the main website’s CE dashboard—when users are signed in, their current training history will be displayed within the CE dashboard.**



The first screen capture shows the main DavisPTnetwork website. Along the gray bar at the top, you can see the learning portal called “CE Courses” integrated within the site. With just a click of a button (shown in light gray below in second screen capture), learners enter the portal.



- Specifying CE requirements for each state—when users enter their state(s), the state requirements populate their unique homepage so they are always sure what classes they need to take to stay current.
- Bookmarking courses so users can return to finish the course at a later time—CE courses keeps track of where users are in their training and allows them to continue when it is convenient for them to do so.
- Use of coupons or promo codes for discounts—users can use promo codes to get discounts for buying courses while administrators can determine the amounts and deadlines for these promotions.
- Podcast of courses—CE Courses can store and access podcast of course once users have purchased them.

Beyond these features and functions, user interface and administration capabilities also were determined to make CE Courses easy to use for everyone. Users could access, view, and print their transcripts and certificates for courses, update their profile, add other CE courses taken elsewhere, and keep track of hours needed to remain current. Administrators were able to upload all SCORM compliant courses and podcast files, enter tests and course surveys, manage author database, set up promotion codes and deadlines, load up static content relating to each state requirement, generate reports via revenue or web analytics (as well as other data filters) as needed to track the success of the courses, and set up and administer bulk sales to organizations for corporate sales management.

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Allen was able to customize, configure, and roll out the entire learning portal in just under three months. While the current number of DavisPTnetwork members already exceeds 1,100, it is growing at a rate well into the double digits monthly. Since roll out, PTs are incredulous at how easy it is to register and stay current in their state. One PT said it best when he said, “Continuing education on-line is a great idea for busy clinicians - I can access the site at any time and help satisfy continuing education requirements for renewal of my PT license.”

F.A. Davis made keeping PTs and PTAs licensed easy; Allen made it possible.

**Update:** FulcrumTech, LLC and Allen partnered to win the Learning in Practice Award for Excellence in LMS from Chief Learning Officer for the robust new learning management system for FA Davis.

<http://www.DavisPTnetwork.com>

