

## Case Study: University of Colorado School of Medicine

# Office of Continuing Medical Education Upgrades to Automated Software for Event Planning Services

### Background

The University of Colorado School of Medicine is part of the only academic health science center in the state of Colorado and a large portion of the Rocky Mountain region. The School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The Office of Continuing Medical Education (CME) is driven by a fundamental purpose to improve knowledge, competence, performance and health outcomes using lifelong learning through undergraduate, graduate, and continuing medical education. CME offers support, including event planning resources, to the multitude of conferences and seminars that are held on campus each year. Since 2008, CME has used Active Network, Events, RegOnline product to help power its event planning services.

### Challenge

Prior to 2008, CME was using its own internal software program to manage events and conferences. The system was ten years old and antiquated, making simple processes tedious. "It was difficult to use," mentions Carolyn Wieber, CME Conference Coordinator. "Even pulling records was impossible." CME also was looking to remove itself from the billing process. Having to handle payments directly incurred risk for the university and required Carolyn and her team to put the office under heavy lock and key, in addition to taking up lots of valuable time. "We wanted the payments to be automatic."

### Solution

CME selected Active Network because it offered an affordable system that had all the features they were looking for. Here are some of the top highlights of Active's RegOnline product:

- ▶ **All-in-one system.** Online registration, payments and event management tools are all in one comprehensive system, keeping data centralized. CME did not have to juggle different spreadsheets, files and programs to run their events.
- ▶ **Easy to use.** RegOnline is designed to be easy to learn and manage, so you have complete control and can run your events independently. "I taught myself how to use RegOnline with the online help tools," says Carolyn. "It's really intuitive."

### Customer at a Glance

**Customer:** University of Colorado School of Medicine



**Solution:** RegOnline

**URL:**

[www.medschool.ucdenver.edu/cme](http://www.medschool.ucdenver.edu/cme)

"The biggest savings have been in time. We spend a lot less time on manual work."

—Carolyn Wieber,  
Continuing Medical Education  
Conference Coordinator,  
University of Colorado School  
of Medicine

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- ▶ **Online registration and payments.** CME can link from their website directly to registration pages, whose look and feel matches their website. All transactions are then processed automatically online—it's secure, convenient and saved Carolyn hours of time. "It's nice to have a remote gateway. Not only is it automatic, but we don't want the liability of handling credit card information. All we see is that the payment has been successful and that's all we want to know."
- ▶ **Built-in email tool.** As soon as someone registers for a CME event, they receive an instant, automated email confirmation. The email not only acts as a receipt, but contains helpful links to event information. This cuts down on CME's workload and is convenient for registrants. Carolyn and her team can also use the email tool to send reminder notes and customized letters to segmented contact lists.
- ▶ **Reporting.** CME can choose from dozens of standard or customizable reports. With all data in a central database, it's easy to pull information on finances, revenue, attendees and more. "We can create reports on whatever we want for whomever we want," notes Carolyn.
- ▶ **Unlimited free support.** Active Network offers its clients a free, U.S.-based support line. Whenever CME has a question, it can call support and receive assistance. "The support team really knows what they're talking about. They can always answer your question and if there is ever a glitch, it is quickly fixed."

### Conclusion

CME's event planning services are now scalable and can easily manage the multitude of conferences and events that request their help. With Active's RegOnline system, data is processed instantly and updated in real-time, so the most accurate information is always accessible. Event management has now become easier and requires less work.