

Case Study: University of California, San Diego Continuing Medical Education

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University office relies upon easy-to-use online event technology to manage conferences

Background

The mission of the University of California, San Diego Continuing Medical Education (UCSD CME) is to provide needs-based education for physicians and health care providers to improve knowledge, competence and performance; and enable the optimum provision of health care. UCSD CME is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The CME office offers conference registration services for approximately 60 educational events each year. Since 2003, UCSD CME has been using Active Network's RegOnline product to register attendees for each conference and manage the events.

Customers at a Glance

Customer: University of California, San Diego Continuing Medical Education

Solution: RegOnline

URL: cme.ucsd.edu

Why RegOnline?

With its automated, self set-up model, RegOnline is built to be easy and user-friendly so organizations can be up and running quickly. With over 10,000 registrations per year and 60+ events, UCSD CME needed to automate as much of the conference planning as possible to keep from overburdening its staff. "We chose RegOnline because it was affordable and easy to use," states Penny Delgallego, Registration Assistant for UCSD CME. "I picked it up quickly and was able to figure out pretty much everything on my own." RegOnline offers online registration and online payment processing, as well as event management tools that include detailed reporting, email services, and more. UCSD CME is able to support dozens of conferences with less than five staff members because the system eliminates data entry, paperwork, and manual processes. Penny and her colleagues can spend more time on higher-level priorities rather than inputting information into a spreadsheet.

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Registration Assistant,
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Feature-Rich Functionality

There are several features that Penny and UCSD CME consistently depend upon to run the conferences:

► Reports

RegOnline offers both standard and custom reporting functions. Users can run reports on attendees, finances, transactions and more. Essentially, users can pull any pertinent information needed because all data is centralized and accessible.

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Once a report is created, a “smart link” can be emailed to stakeholders, allowing them to view real-time, accurate information whenever they click on the link. Juggling several events across departments, Penny finds the event snapshot and cross-event reporting particularly useful.

► **Emails**

RegOnline comes equipped with a built-in email tool that can be used to send automatic confirmation emails once an attendee registers or automatic invoices when a payment or refund is applied. UCSD CME can also segment its database to build a custom contact list for targeted emailing.

► **Groups**

With the group functionality, one primary registrant can sign up themselves and others, submitting just one payment. Each person has a unique record in the database which can be edited, but the group remains linked together.

► **Support**

RegOnline provides its clients with free, unlimited technical support. “Tech support has always been really helpful,” mentions Penny. “Anything I need I can call them for and it is usually resolved by the next day. Their response times are very good and those guys really know what they’re talking about.”

Conclusion

With RegOnline’s help, UCSD CME has been able to manage its conference efficiently and affordably. From event setup to online attendee registration to financial reporting, all functionality that the university needs is accessible and easy to use. Plus, it’s always getting better. “One important thing to mention is that RegOnline is working hard to perfect the system,” notes Penny. “It is always improving and making upgrades, which is nice to see as a customer of seven years.”

RegOnline is proud to have been chosen as the event technology provider for UCSD CME and over 10,000 other clients worldwide.