



# Customer Success Story

4MEDAPPROVED

## 4Med<sup>+</sup>approved

**Industry:** Healthcare & Technology

**Sector:** Customer Training



## The Results

### Expanded Client Base

Litmos enabled 4Medapproved to scale from hundreds to thousands of students earning 4Medapproved certificates and certification online in just a few years.

### Increased Revenue

4Medapproved has realized an earnings increase of \$900,000 in revenue through online training and certification courses since launching its online learning through Litmos.

“Litmos is suited to our model of education; it allows our students to easily progress through the learning process and take advantage of our unique training method. It has also been a helpful tool for our staff in terms of tracking and managing our student population.”

**Brian Johnson**  
Director of Online Education

## Litmos Cures 4Medapproved's Need to Expand Training

4Medapproved is an approved educational resource for Healthcare Information Technology. The company focuses primarily on training, certification and other support of healthcare software applications. They are one of the only companies focusing on training and certification in Meaningful Use, digital healthcare topics and HIPAA and other regulatory compliance issues.

## The Challenge

4Medapproved CIO Wendy Whitmore understood the market of Health IT training. The changes in healthcare standards and laws and the industry's migration toward electronic health records meant that there was an imminent need for more training and certification regarding healthcare-related technology.

4Medapproved's former method of training on these topics was delivered primarily via online PHP pages and PDF materials which would not be practical for scalable training and certification. The question was how to deliver the company's vision for training in a way that made sense for its growing student population. These are a few of the needs that 4Medapproved needed to address:

- A platform with flexible upload options for their proprietary 10/10/10 learning method.
- A simple and cost-effective way to deliver certification-focused content to end users.
- An LMS with the ability to easily integrate the company's eCommerce storefront for customers to purchase courses and pay online.

## The Solution

After a thorough review of the LMS market, 4Medapproved selected Litmos. 4Medapproved integrated Litmos via API with an existing e-commerce storefront and payment collection through authorize.net. This feature helps to quickly process transactions and onboard new students into the system.

- **Simple User Interface:** 4Medapproved chose the Litmos LMS because of its simple user interface for its students and staff.
- **Solution Scalability:** The scalability of the solution was key due to the fact that this online training would initially be rolled out to a relatively small student population, but within a short time would reach thousands of end users.
- **Straightforward Content Uploads:** The eLearning staff liked how easy it was to upload their content onto the Litmos LMS without the need for custom CSS.