Medskillz

CASE STUDY

Digital transformation delivered to Medskillz

INDUSTRY: Health Education, Healthcare

Medskillz education group provides hands-on and interactive medical education to healthcare professionals. The group comprises a team of acute care specialists who are keenly interested in high-quality teaching. They offer courses and workshops designed to enhance healthcare professionals' knowledge and skills, focusing on practical, real-world applications.

CHALLENGE

Medskillz, having an ambitious goal to be the premier provider of hands-on interactive medical education, our experts with their team identified the need to:

➤ Have comprehensive and well designed website to cater wide range of requests from their target audience

➤ Have a portal to manage and administer the end-to-end course lifecycle, making the process seamless

➤ A technology partner to manage the complete process with expertise and also to market the brand effectively to reach the broader audience.

SOLUTION DELIVERED

After detailed workshops and joint collaborative sessions, our experts proposed the best solution that serves the need and helps Medskillz to achieve their intended goals. We have spanned our engagement into two parts, one with the core website and branding followed by the course management portal.

We shared a proposed sitemap of the website, detailed user flows and design variations. Based on the feedback, we have customized many aspects of the website to suit the user personas and also the branding guidelines to match the industry standards.

On the other hand with the course management portal, the following are the critical features we have developed :

➤ A comprehensive admin dashboard that reports the multiple KPIs related to the course enrollment, certificates delivered, add new courses, manage registrations, send communications to multiple stakeholders, etc.

➤ User logged in through user gateway will be access every detail about the courses enrolled, course details, progress made, leave feedback about the course and also be able to make fee payments easily

➤ Other admin level features include the ability to export the data in excel files to further analyze the data, manage user level permissions, send end course certifications and many more.

BUSINESS VALUE

➤ Empowered business growth with digital solutions

➤ Increased enrollment rate with seamless course management portal

➤ Improved customer satisfaction