Creating a Lasting LMS for Healthcare

A Case Study

Realize Your Workforce Potential

Smart ∞ Strategic ∞ Proactive

Meet careLearning

careLearning is a non-profit organization founded by state hospital associations and is dedicated to delivering online education and talent management solutions for healthcare. With a focus on training, performance, and competency management, careLearning helps healthcare-related organizations of all sizes stay compliant, up-to-date, and ready to meet workforce demands.

Challenge

Off-the-Shelf Didn't Cut It. In the early days of eLearning, most healthcare organizations lacked a formal online learning infrastructure. Many didn't even provide employees with email access. As a non-profit formed by state hospital associations, careLearning set out to provide a learning solution that could serve both large hospital systems and small community providers alike.

But off-the-shelf LMS vendors weren't a fit. Leading options were too costly, too rigid, and not built for the kind of partnership careLearning needed. The organization was looking for more than just software, they needed a collaborator who would build with them a tailored solution to address an industry problem.

Solution

Tailoring the Right Tools, Together. careLearning partnered with Avilar and adopted WebMentor LMS™, not just as a product, but as a framework for their service offerings. Avilar's team worked closely with careLearning to customize the LMS, integrate it with a proprietary Administrative Management System (AMS), and enable a fully rebranded offering.

careLearning's clients—healthcare organizations across the country—use the LMS to deliver online training, track completion, issue certifications, and meet continuing education requirements. The AMS handles employee data, rules, assignments, and reporting, while the LMS powers the learner experience.

In 2010, careLearning also adopted and rebranded WebMentor Skills™, Avilar's Competency Management System as careSkills, offering competency and performance management capabilities tailored to healthcare roles.

Results

Scaling Impact Across the Healthcare Industry. Today, a diverse array of healthcare organizations, from independent practices to large medical centers, rely on careLearning's portfolio of products. Avilar's flexibility, pricing model, and customer-first mindset made it possible for careLearning to scale their solution while staying true to their mission as a non-profit and member service.

Together, Avilar and careLearning built a long-standing partnership that continues to evolve—one that serves not just their software needs, but real people in all types of healthcare organizations across the country.

> *"We've been partnered with Avilar since careLearning's inception over 25 years ago, and their flexibility, affordability, and customer service have made all the difference. From the beginning, the Avilar team worked with us to tailor the LMS to our unique needs in the healthcare space, even allowing us to rebrand and resell it as part of our own offering. Their willingness to listen, adapt, and support us as a true partner, not just a vendor, has helped us grow to serve a wide diversity of healthcare organizations. **With Avilar, we didn't just get a system—we got a mutually beneficial partnership.**"*
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> —Peggy Engelkemier, Director of Workforce Development, careLearning

About Avilar

Avilar, Inc. – The Competency Company™ – provides web-based competency management and learning solutions for the corporate, government, and non-profit sectors. With its Smart, Strategic, and Proactive solutions, Avilar offers a competency-based approach to workforce development to help organizations build a competency framework that will support efforts in training, performance management, career planning, succession planning, and recruiting.

Contact Avilar

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