

# CASE STUDY



# Maple LMS

Anywhere. Anytime. Any device

salesforce

available on the  
AppExchange

## How a US-based **Dental Association** Solved Its **Member, Staff, & Community Training Challenges?**



Our client, a US-based Dental Association, integrated the learning management system with Salesforce and Fonteva AMS to provide dental professionals with credits and certificates through two-way synchronization. This resolved their training management issues for members, staff, and community.

## ◆ — **Our Client** — ◆

Our client is the world's oldest national dental association whose mission is to help dentists and support them in the advancement of public health. In the beginning, they abstained from utilizing any Learning Management Platform being so old. Their core values are integrity, excellence, and dedication toward sharing quality oral care for all patients through evidence-based insights. They advocate the latest rules and regulations related to dentistry and research on oral health.

# The Challenges

The dental association has some challenges and requirements around L&D as follows:



## Managing the Content

Our client aimed to enhance the proficiency of the dentists, prompting the need for a platform to host dental CE classes, live webinars on topics like opioids & MATE Act training, and surveys, to organize the dental course's prerequisites.



## Learners' Engagement

Their demand was for the learning system to provide credit and certificates based on performance to sustain learners' engagement for their members, internal staff, and community training.



## Enrolling Paid Learners Manually

The learners find themselves navigating through a complex enrollment procedure, which entails sending payment to their financial team initially, followed by updating it in their Fonteva AMS system and then reverting to the learners.



## Unified Login System for All Platforms

It was essential for them to integrate with the Fonteva AMS, enabling members, internal staff, & community people to access analytics with a single sign-in.



## Accessibility of Data for Salesforce Users

Another requirement they had was to store all data related to courses, user profiles, completion dates, and credits earned within Salesforce.



## Multiple Credit Types

They were facing difficulties in getting a learning management system that supports multiple credit systems including dental CE, CEU, and others.



## Renewal of Courses

The client desired a renewal of all courses for users, ensuring that users could not view their previous quiz/assessment attempts and past activities.

# Solutions MapleLMS Offered

MapleLMS provided them with the Salesforce LMS, seamlessly integrated with Fonteva AMS for effective two-way integration.



## **Enhancing Content Management with MapleLMS**

Leveraging the MapleLMS system, our client accomplished the creation of dental courses within the LMS, encompassing the addition of dental course materials, hosting live webinars, surveys, and assessments for dentists, and setting course completion standards. Subsequently, the association seamlessly maintains its course content within the LMS environment.



## **Improved Learner Involvement Utilizing Gamification**

By incorporating AR/VR and simulation elements into learning materials, their members, internal staff, & community people were continuously motivated to pursue their goals and were rewarded accordingly. Upon meeting learning objectives and milestones, they were recognized with points, badges, and displayed on the leaderboard.



## **Data Centralization for Salesforce Users**

Through Salesforce integration with MapleLMS, the backend team can tap into learners' data, encompassing course quantities, completion dates, earned credits, and other relevant information.



## **Single Sign-On (SSO) Successfully Resolved Login Issue**

After signing in to Fonteva AMS, association members, internal staff, & community people are seamlessly transferred to the LMS, where they access dental training content with their existing credentials. This streamlined process empowers them to explore diverse learning materials and courses, fulfilling their credit and certification objectives.



## **Enrollment Automation via eCommerce Platform**

Utilizing the Fonteva storefront portal, members, internal staff, & community people have easy access to dental courses and merchandise, instantly accessing them on MapleLMS. Webinar attendees earn scheduled credits, and registrations synchronize effortlessly.



## Dental Continuing Education of Members

MapleLMS assists members, internal staff, & community people along their learning journey within the LMS platform, facilitating their progress through dental course modules comprising videos, assessments, surveys, and more. This support ensures they achieve their learning objectives, receive various credits such as dental CME, CEO, etc., and obtain certifications.



## Prior Users' Responses Are Not Disclosed

Integration of MapleLMS with Fonteva AMS enabled members to effortlessly access metrics via reporting and dashboards. At an individual level, members, internal staff, & community people can review transcripts, showcasing their earned certifications, credits, badges, and more. Furthermore, MapleLMS offers straightforward configurations to hide learners' previous quiz or assessment responses within courses they intend to revisit.

# The Benefits

MapleLMS made the association's learner process management process notably 97% more streamlined and straightforward.

With Fonteva AMS LMS integration, members, internal staff, & community people enjoyed a seamless sign-in experience into the learning management system via Single Sign-on (SSO).

The manual enrollment procedure concluded, leading to a 98% surge in purchases of courses and other dental educational materials through MapleLMS

The successful integration of MapleLMS with Salesforce resulted in a remarkable 39% increase in the overall sales performance of the backend team



The centralized data system enabled the client to assess the learning of members, internal staff, and community individuals in a single location, thereby conserving their time



MapleLMS learning management processes significantly reduced the reporting teams' workload by 96% compared to earlier levels



The incorporation of gamification led to a remarkable 99% surge in learner engagement within their specific courses

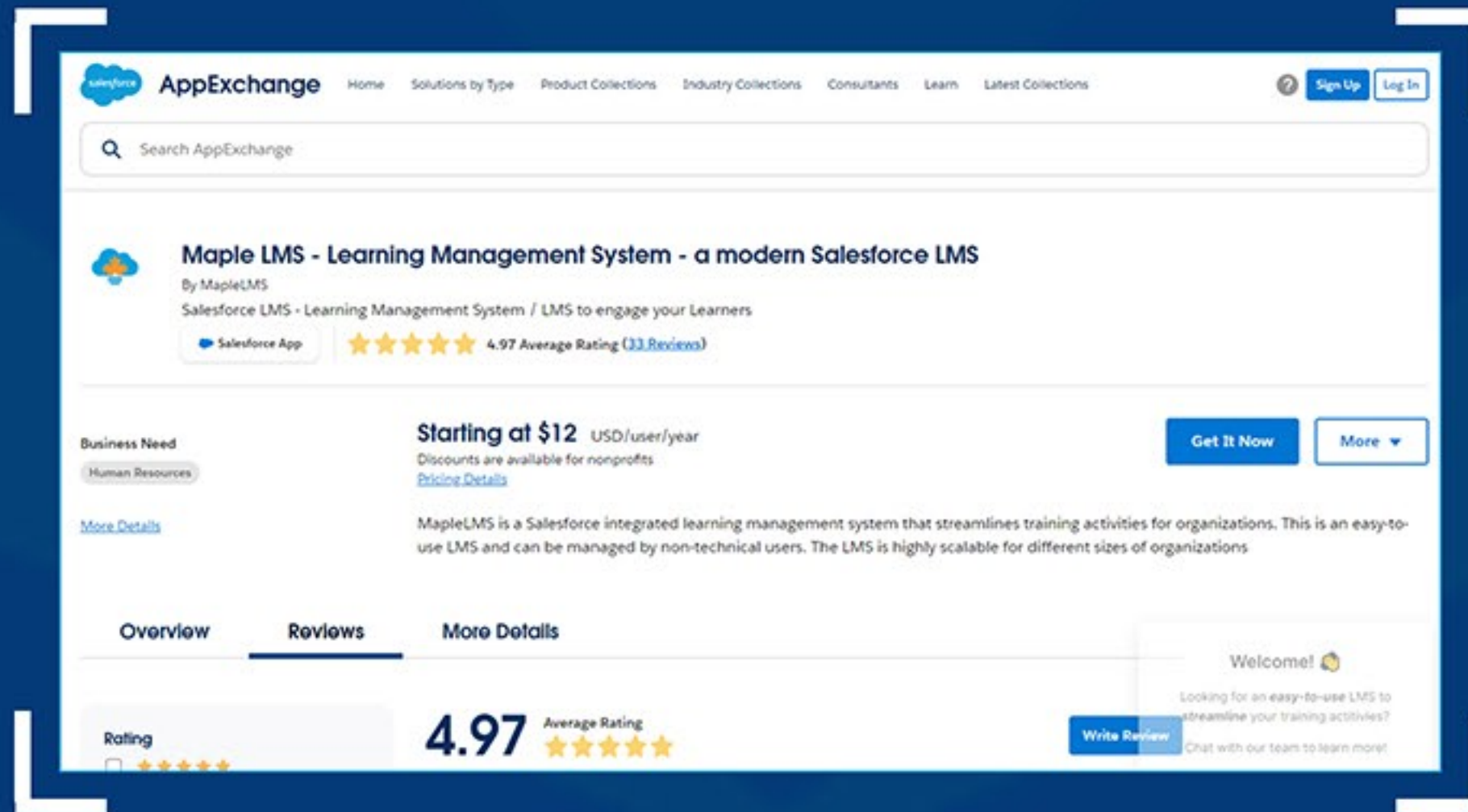


# Conclusion

Our client's requirements were fully addressed, resulting in their contentment with heightened member retention, thus advancing their goal of supporting dentists and expanding dentistry knowledge throughout the world.

# About MapleLMS

MapleLMS is the no. 1 ranked Salesforce LMS on Appexchange. We are a leading LMS provider for associations, nonprofits, and corporations.



# Certifications



# Our Awards

