



### The American Association of Orthodontists

Official organization for educationally-qualified orthodontists.

The American Association of Orthodontists partnered with Blue Sky eLearn over 10 years ago. What began as audio and video recordings transformed into webinars that created such a high demand throughout the association that it is now the key term used for all distance learning.

AAO wanted to sustain membership and to provide continuing education opportunities for doctors and their staff members. They quickly found that the distance learning program they created through their partnership with Blue Sky eLearn - webinars, as well as conference recordings, became the core of their educational program.

AAO saw members using the distance learning program in two ways - one as a way of exchanging socialization for continuing education when doctors began holding study club activities. The second as a routine in office training using the lunch and learn format.

Due to the fact that AAO members and thus the distance learning program was only available for doctors, AAO created an orthodontic staff club where the primary benefit would be to provide them with a free distance learning subscription.

*Educational membership benefits have become increasingly valued by member doctors and their orthodontic staff teams. Blue Sky eLearn has allowed us to provide continuing education through recordings of conference sessions, an online distance learning program and webinars. We consider these products, as well as our live conferences, as the core of AAO's continuing education. The convenience these products have provided offer added value and CEUs for our members who increasingly take advantage of the any-time, any-place access. And, non-dues revenue is a welcome addition to the bottom line."*

*-Anita Craig, Director of Education and Membership*



American Association of Orthodontists<sup>®</sup>

My Life. My Smile. My Orthodontist.<sup>®</sup>

#### Industry

Association

#### Goals

- Sustain Membership
- Provide continuing education opportunities for doctors and their staff
- Increased return on investment

#### Solution

- Created distance learning program, utilizing audio recordings of live conferences and hosting webinars
- Members use webinars as study club activities - exchanging socialization and continuing education
- Doctors also use the lunch and learn format and host routine office trainings with archived content

#### Results

- Generated a surplus of revenue through distance learning programs
- Pre-registration sales helped boost DVD-ROM and online sales
- ROI has steadily increased year over year

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