



Quality Care For Furry Friends

Developing CME Courses for Veterinary Professionals

AT A GLANCE

This case study explores how IDLance helped a **leading global company in pet healthcare diagnostics and treatment** streamline their eLearning rollout.



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THE CLIENT

A global leader in **pet healthcare diagnostics and treatment**.

THE PROJECT

Development of **five eLearning modules** that helped veterinarians and veterinary technicians earn Continuing Professional Education credits to **upskill their diagnosis skills while learning how to use proprietary services and instrumentation that the company offers practitioners to aid in diagnoses**.

THE PROBLEM

This pet medical products and services company has ongoing initiatives to provide CPEs through their custom portal to veterinarians and vet technicians. Their L&D team was strained as they were working on **bringing courses across the finish line both from a content perspective, and from a look and feel perspective**. Just as they were about to wrap up their series of five courses in Articulate Rise, they were slammed with a **company-wide rebrand**.

They sought a **trusted partner** who was ready to jump into the technical content and come in with a graphic design eye to redo the branding all of the courses to match the new color palette and photographic style.



THE SOLUTION

IDLance was brought on board to address these challenges. Here's how we tackled the project:

Branding Updates

We updated all the colors, fonts, and imagery (including icons and interaction cues) to match the new color palette. We had the client approve this on the first course before doing this on the remaining four courses. This required recreating assets in Illustrator and Photoshop and adjusting the themes throughout all the Rise blocks and assets.

Course Content Updates

After the branding was updated in all five courses, we added the new content to the courses. We created custom illustrations, activities, and wrote scenarios that would engage the learner in a meaningful way while they explored practical ways to diagnose pet patients with the company's custom technologies. The content was quite technical in nature. The instructional designer assigned to the course was hand-picked due to their expertise in technical STEM fields and ability to ask the right questions to not only understand the content but to make the courses as engaging as possible.

THE NEEDS MET

IDLance's tailored approach met the client's needs in several ways:

- **Expert L&D Support:** Our team provided the necessary expertise, support, and partnership needed for making the course updates in a short amount of time.
- **Custom Design:** We developed courses to meet the needs of their branding while also ensuring consistency in course flow and interactivity level of the client's existing courses.
- **Timely Delivery:** Despite the tight deadline, IDLance delivered all five courses on time, ready for deployment in the client's LMS.

THE RESULT

The client was able to launch their courses for CPEs on time for their customers, enabling them to meet their **KPIs and training goals**.

Overall, IDLance's eLearning solution not only met the immediate needs of this healthcare services company but also **enabled them to provide valuable training to their customers so they can better treat their patients' furry friends**.