



# Customized Web Application

## Learning *express*



### **LearningExpress makes it easy to build your own CE website**

Simple tools make it quick and easy to build your own CE website – or if you prefer, we'll do it for you. You don't have to be web or tech savvy to build your site, and you won't need an IT person to upload files.

LearningExpress will work seamlessly with your existing website. Use your organization's name and logo to match the look and feel of your own site.

### **With your custom CE website, you can easily:**

- ▶ Add live and home-study CE to your searchable online catalog. Simple forms prompt you to enter all the required ACPE and program information, then automatically transform it to an attractive program web page for your participants.
- ▶ Set and change prices, create private events, enable coupon codes, or offer activities for free.
- ▶ Expand your home-study library by co-marketing *The Rx Consultant* CE programs.
- ▶ Reach a wider audience
- ▶ Track enrollment and revenue in real-time
- ▶ Survey participants and market CE via email
- ▶ Advertise upcoming CE events and programs
- ▶ Dramatically reduce administrative costs and time

*Your participants will enjoy the convenience of 24-hour online service, with access to your custom CE website directly or via links on your organization's web site*

### **With your LearningExpress CE website, your participants will be able to:**

- ▶ Register on your site – giving you email addresses and useful demographic information such as position, interest area, association memberships, and more
- ▶ Browse your online CE catalog or search by topic
- ▶ Register for live events and access home-study CE online
- ▶ Pay tuition via credit card and receive an automated receipt
- ▶ Receive automated email instructions and reminders about events (wait-listing, directions, agenda, evaluation reminders, etc.)
- ▶ Download handouts before live events
- ▶ Complete tests, evaluations, and surveys online
- ▶ Maintain personal CE accounts, and view or print CE credit statements at home or work

