INTRODUCTION
Association’s e-learning a major benefit of membership

Headquartered in Switzerland, the European Society for Medical Oncology (ESMO) is the largest professional medical oncology association in Europe with more than 9,000 members.

A prominent benefit of ESMO membership is continuing medical education (CME) offered by way of on-demand E-learning webinars. The ESMO online learning modules are accredited with ESMO-MORA category 1 points, and by ACOE (Accreditation Council of Oncology in the EU). ESMO E-learning modules also contain an optional test which ESMO members can take and pass in order to earn their CME credits.

The organization hosted its E-learning courses on a webcast presentation platform for several years when they were told by the vendor that the product was being obsolesced and would no longer be supported.

SITUATION
Addressing a webinar platform with pressing issues

In the past, ESMO had experienced multiple challenges with its webcasting platform, in particular that the presentations would not run on most browsers causing frustration for its members.

Other issues included:

+ Poor sound quality: Speakers would dial in and present over the phone. Phone line was often bad, resulting in poor voice recording.

+ Outdated layout: The webcast console layout was unappealing and out of date; and since the product was being taken off the market, no updates or improvements were forthcoming.

+ Lack of customer service availability. When there was an issue, ESMO had little success speaking to a live customer service representative, and routinely would have to go through their sales account manager to relay the technical issues.

INDUSTRY Professional Medical Association

ON24 SOLUTION ON24 Webcast Elite

SUMMARY The European Society for Medical Oncology (ESMO) selected ON24 Webcast Elite to replace its current E-learning webinar platform. Using ON24, ESMO saved an estimated 25% over its prior webinar platform. ESMO is now delivering E-learning webinar modules that are more accessible, with significantly improved audio and a more appealing and engaging webcast console.
SOLUTION

Migrating to ON24 for improved access, responsiveness and cost

Last year, ESMO replaced previous webcasting platform and moved to ON24 Webcast Elite - a flexible, self-service, webcast-creation platform that could easily support the migration of the existing ESMO E-learning courses.

In addition to easy migration, ESMO chose ON24 for a variety of other factors, including:

+ **The webinars are accessible on all browsers with no downloads required.**
+ **Mobile access and viewing capabilities:** ESMO understood its physician-based membership increasingly relies on mobile and tablet devices to consume information.
+ **Flexible recording capabilities:** Physician speakers appreciate the flexibility of Webcast Elite to record the content on their schedule, from any location, with better resulting sound quality.
+ **Customizable console:** ESMO welcomed the ability to customize and brand the webcast background to make it more appealing, as well as the ability for members to customize their viewing experience.
+ **Competitive pricing:** The ON24 Webcast Elite platform was more affordable than previous platform, an important consideration for a not-for-profit organization.

ESMO began migrating approximately forty E-learning webinars to Webcast Elite. The process was relatively problem-free thanks to an ON24 migration tool that enabled ESMO to upload PowerPoint presentations to Webcast Elite and synchronize the audio portion of the slides.

RESULTS

ON24 delivers savings, accessibility and satisfaction

Early last year, the organization launched its new E-learning platform, offering several new webinars created on Webcast Elite as well as the library of migrated webinars.

The flexible and easy-to-use Webcast Elite self-service platform gives ESMO more control of the webinar creation and delivery process and is:

+ **Saving time and money:** ESMO achieved an estimated 25% savings over the previous solution. Along with a lower-priced webinar platform, there were additional labor and time savings from not having to deal with accessibility and technical issues.
+ **Improving user experience:** Increased satisfaction among ESMO members with the society's E-learning portfolio.
+ **Establishing reputation as an innovator:** Other non-profit associations have reached out to ESMO to inquire about its improved E-learning platform, looking to bring the same webcast functionalities to their own member bases.

With a more reliable platform and more engaging presentations, ESMO is leveraging its strong social media presence, promoting the new platform to its growing audience of LinkedIn, Facebook and Twitter followers, resulting in numerous favorable responses.

“In just a few months we’ve saved an estimated 25% over our prior webinar platform. Along with a lower-priced platform, we also saved time from not dealing with accessibility and technical issues.”

— KATHERINE BARIA
SR. MANAGER ONLINE EDUCATIONAL SERVICES
EUROPEAN SOCIETY FOR MEDICAL ONCOLOGY