

IDEXX Laboratories

Webinars that work

Trusted resource in health solutions improves animal welfare worldwide with informative, high-impact webinars using Adobe® Connect™

IDEXX Learning Center

IDEXX Laboratories

Westbrook, Maine

www.idexx.comwww.idexxlearningcenter.com

As the global market leader in diagnostics and IT solutions for animal health, IDEXX Laboratories provides more than 50,000 veterinary practices worldwide an integrated portfolio of diagnostic tests, instruments, laboratory services, and practice management solutions. Animal healthcare providers seek out IDEXX for its renowned products and services, and then quickly find that the pioneering company offers a lot more.

"Our goal is to be a valued resource for animal healthcare professionals," says Susannah Stone, marketing associate, IDEXX Learning Center. "We of course want to deliver the best products on the market, but that is just part of what we do. Given the complexity of the industry and the challenges of running a veterinary practice, we wanted to provide a way for practices to engage in a resource, such as webinars and distance education series, to keep professionals informed about the latest industry topics and best practices."

IDEXX Learning Center webinars were launched to help customers and other animal healthcare professionals advance medical care and improve the productivity of their employees. In addition, the IDEXX Learning Center uses Adobe Connect, a richly featured web conferencing solution, to create and deliver the popular webinars, which further strengthen the company's relationships with animal healthcare professionals. Recent topics included sessions on canine and feline heart disease, diagnosing and managing diabetic patients, and feline pancreatitis.

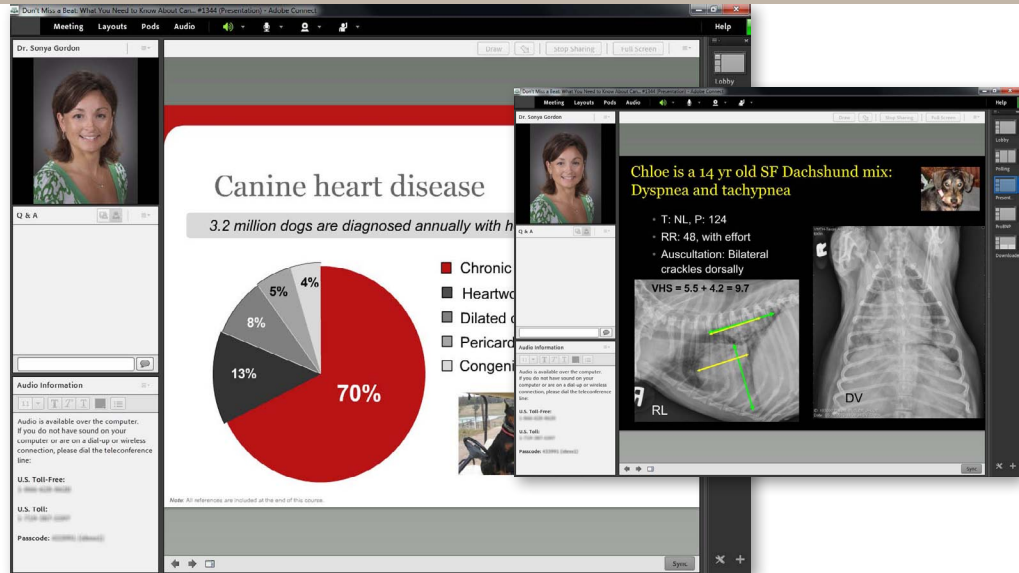
Comprehensive solution, powerful features

When evaluating the company's choices for a comprehensive solution, the IDEXX team compared Adobe Connect to other competitive offerings in the market.

"We chose Adobe Connect for Webinars because it combines powerful features, ease of use for our participants and for us, and the ability to deliver rich, interactive experiences across devices—including mobile," says Stone. Adobe Connect makes it fast and easy to create entirely new session content or leverage content from previous webinars and update it as needed. "The persistent meeting rooms in Adobe Connect, as well as the ability to upload content to the content library to reference it in multiple meeting rooms, are invaluable features," adds Stone.

For a typical webinar, the IDEXX Learning Center team might manage dozens of pieces of content, including videos, audio presentations, research documents, and other materials. Having the flexibility to upload content into a persistent Adobe Connect meeting room days in advance, versus trying to upload and organize everything on the day of an event, streamlines work for IDEXX Learning Center managers; it also enables them to take a more thoughtful approach to organizing events and ensuring all information is on hand, resulting in higher-quality online experiences for participants. Equally important, long after webinars wrap up, staff can go back and easily retrieve any content or meeting data they need.

IDEXX Learning Center webinars can attract hundreds of participants in meetings that highlight the latest advances in animal care. People participate in interactive sessions that include live presentations, videos, real-time polling, and other activities that help keep everyone more engaged in the online events.



Challenge

- Engaging customers with rich IDEXX product education
- Simplifying usage of complex animal health and practice management products
- Differentiating company and building customer satisfaction and loyalty

Solution

- Rapidly create new webinars by leveraging reusable layouts and content and persistent meeting rooms in Adobe Connect
- Maximize participant engagement by delivering dynamic content and using powerful, interactive features in Adobe Connect for Webinars

Benefits

- Built satisfaction and repeat business using the IDEXX Learning Center as a competitive differentiator
- Delivered hundreds of webinars annually to busy animal care professionals, who can participate via computers or mobile devices
- Established company as committed to success of customers' practices
- Brought experts and prospects together virtually to support sales and other activities without the expense of travel

Toolkit

Adobe Connect for Webinars

For the IDEXX team, delivering high-impact webinars is further simplified because they can use prebuilt Adobe Connect layouts to efficiently create sessions. "Adobe Connect capabilities are unmatched when it comes to creating and managing webinars," says Stone. "We can accelerate creating webinars by reusing layouts and approved content. In addition to saving us time, it helps ensure webinar attendees enjoy consistent, branded experiences through our customized Adobe Connect room." The well-organized sessions also make it easy for presenters and moderators to navigate information, lead discussions, and engage active participation from attendees.

For the convenience of animal health professionals, many of the Adobe Connect webinars are recorded, so people can choose to participate in live sessions, or they can go back at a later date and view recorded sessions in their entirety. This flexibility is appreciated by the busy professionals, who can use some of the IDEXX Learning Center's offerings to fulfill continuing education (CE) requirements.

Keeping attendees informed and engaged

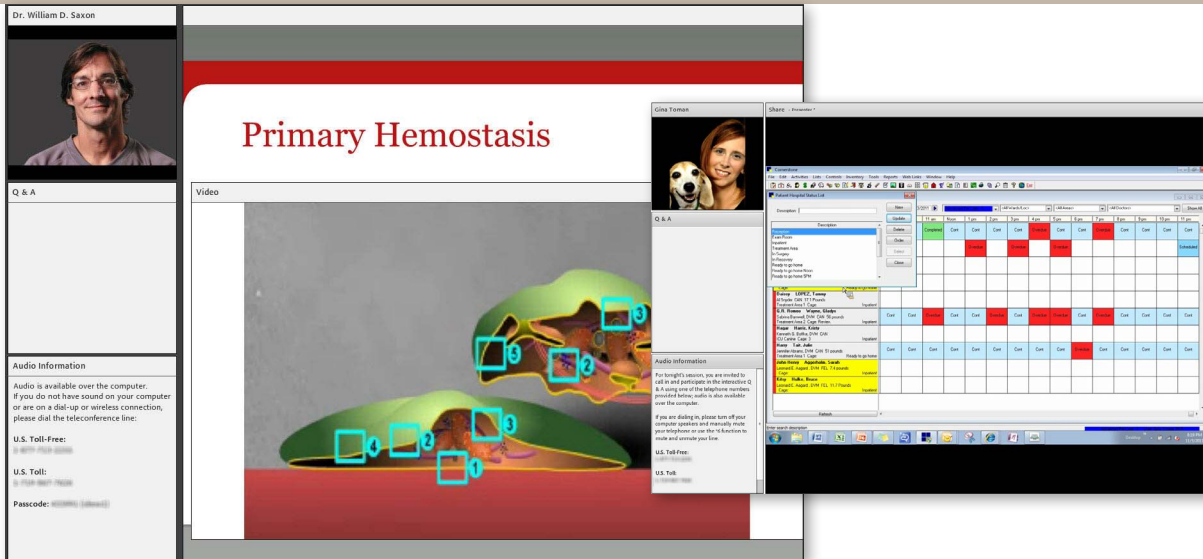
Depending on the topic, a webinar will attract veterinarians, practice owners, technicians, practice managers, students, and other staff. As soon as an IDEXX Learning Center user registers online for an event, they receive a confirmation e-mail generated by the company's learning management system (LMS) and convenient reminder e-mails prior to the event.

The ability to integrate Adobe Connect with the existing LMS enables IDEXX to offer a seamless customer experience. Users attend the event through the IDEXX site and attendance is tracked, enabling IDEXX to analyze trends between attendance and sales, as well as other user behaviors. The user also receives an automated thank you e-mail and event evaluation which collects customer feedback and shapes future offerings. "With Adobe Connect, we believe we are delivering a customer experience and workflow that are unrivaled in the industry," says Stone.

The IDEXX Learning Center takes advantage of several interactive features within Adobe Connect to keep attendees engaged and to provide more personalized, customized experiences.

Using Adobe Connect, presenters have the ability to stream high-quality videos, animations and demos in their webinars, and feel confident that all participants can see the videos without requiring specific players or codecs. They can also share animated presentations, initiate chat-based Q&A sessions, and integrate other engaging elements.

With products that range from simple to complex, IDEXX uses Adobe Connect to interact directly with its customers worldwide. For instance, IDEXX experts can quickly set up an Adobe Connect web meeting to provide one-on-one coaching to animal health providers using the company's products, helping them get the most out of the equipment in their facilities.



For attendees, they can sit back and enjoy the rich presentations or engage more directly by virtually raising their hands, voicing their opinions in real-time polls, and interacting in many other ways with each other and with presenters. Adobe Connect enables IDEXX to reach audiences reliably across both desktops and mobile devices.

"Our webinars are a tremendous success," says Jonathan Verey, webinar coordinator, IDEXX Learning Center. "The variety of rich content we can deliver, plus the interactivity and ease of access across devices, definitely play important roles."

Maximizing service and impacts

Staying true to its goal of delivering valuable, relevant information, the IDEXX Learning Center also leverages Adobe Connect to offer IDEXX customers hands-on help with the company's products. Complex processes for managing practice billing, patient tracking, and other activities are simplified, as IDEXX coaches use screen-sharing features in Adobe Connect to walk customers through the company's Practice Information Management system.

Beyond delivering outstanding webinars and support, the IDEXX team is finding additional uses for Adobe Connect, particularly when it comes to aiding sales. Recently, they used Adobe Connect to bring together IDEXX sales managers and key opinion leaders with executives at a large, multisite veterinary practice. The highly interactive, "face-to-face" virtual meeting was instrumental in helping the company with sales initiatives without requiring IDEXX to invest in substantial travel costs.

Breaking down barriers

With its use of Adobe Connect established in the United States, the inventive IDEXX Learning Center team is already looking to take its success international. The team has completed a number of webinars in the United Kingdom and is planning expansion across Europe.

"No matter where our customers are, we want them to come to us and be confident that they'll enjoy high-quality experiences," says Verey. "With Adobe Connect, we know we can deliver relevant, impactful sessions to the broadest possible audiences. These webinars have become a strong differentiator for us in the market and an important way to stay close to our customers."

For more information
www.adobe.com/products/adobeconnect



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