

White Paper

**Continuing Education Platforms with
Quick and Easy Earning Potential
for Organizations**





Continuing Education Challenges

It is a challenge for many certified health-fitness professionals to maintain their certification. This creates the challenge for certifying organizations to retain their certified base. Many certifying organizations spend a lot of money providing continuing education opportunities for their certified professionals. They may also be challenged to provide continuing education for remote professionals. To meet these challenges a solution must be cost effective and time efficient. It should not involve high travel expenses or time lost from work.

Although these are significant concerns for the health-fitness industry they are not unique. Over the past decade people have come to assume that information is accessible any time from almost anywhere. This is why online and computer based education is becoming popular across the globe. Fitness Learning Systems has been providing computer based courses and online delivery systems focused on continuing education for health-fitness professionals since 2003. This paper will describe the key benefits that can be achieved by leveraging the Private Label Education Online System (EOS) that Fitness Learning Systems is making available to organizations in the health-fitness industry.

Platform Benefits


The goal for the Private Label EOS platform is to allow organizations to link their website to an online continuing education platform that delivers instant access to their users without the organization having the expense, hassle, and personnel to maintain the system or provide technical support to users.

The EOS platform automatically performs the following functions in order to allow the user instant 24/7 access:

- Instant online account creation
- Instant order processing.
- Instant credit card payment processing.
- Instant course delivery following the payment.
- Instant continuing education test delivery.
- Instant test grading.
- Instant delivery of Certificate of Completion on passing the test.
- If desired, email notification to the organization of course subscriptions and/or test results.
- A self service function on the platform for users to recover their user ID or password if necessary.

All of these features result in several benefits to the organization.

- First, since all of the functions are automatic the process is completely hands off. The organization does not need to expend any effort in the entire cycle. This means that the cost of delivering CE courses to certified professionals is kept low. There is also no drain of staff resources. The EOS platform supplies a toll free number to access support through Fitness Learning Systems. If the user does experience an issue or is not sure how to proceed they can simply call for help. This low cost and low overhead can create a significant earning potential for the organization while meeting the needs of retaining a certified base.
- The second benefit is that since the EOS platform is private labeled to the organization the certified professional stays connected with the organization through the whole process. The user sees the organization's logo and website branding when they are interacting with the EOS platform.

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- The system also benefits the user by making it quick and easy to get access to the courses. If for some reason they do not pass their test, they can immediately return to the course material for further study. Users have five year access to the courses they purchase. These features allow users to maximize their learning time and minimize impact on their schedules enabling them to retain their certification.

The Private Label EOS platform can be set up for an organization very quickly to allow them to start offering and earning from the courses. Fitness Learning Systems has over 50 courses an organization can choose from to instantly populate the platform, and the library of courses is growing. These courses are authored by industry experts, periodically updated, and created in an educationally sound and consistent format. Since the format is consistent users know exactly what to expect when they take future courses on the EOS platform. The educational format FLS uses is known as “The Wasserman Learning Method.”¹ This format is specifically designed to support online learning. Fitness Learning Systems has 10 years of experience helping authors create courses in this format.

FLS can also work with an organization to develop course content. Courses created for the organization can be provided exclusively on the organization’s Private Label EOS platform, or they can be distributed through other Fitness Learning Systems platforms and outlets. Distribution through other platforms can maximize revenue return on the course creation investment and provide exposure for the organization.

Summary

The Private Label Education Online System allows health-fitness organizations to provide quality continuing education to certified professionals in a way that meets their expectation for quick and easy access. This is also done in a way that puts virtually no burden on the organization to deliver the material or maintain the online system. Some organizations that already provide online continuing education in another format have also added the Private Label EOS platform to their site. The EOS system is so easy to setup that the organization can quickly add additional quality courses to their offering for the convenience of their certified professionals and to generate revenue.



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¹ See www.FitnessLearningSystems.com for more information on the “The Wasserman Learning Method.”