

Solution Overview

Industry

ivpcare is a specialty pharmacy, providing medications for patients with multiple sclerosis, infertility, and arthritis. Founded in 1990, they currently have about 100 employees servicing approximately 45,000 patients per year. The five-year average growth rate is about 110% per year.

Scenario

Training was becoming an increasing drain on resources for this fast growing specialty pharmaceutical company. They turned to IntraLearn to deliver a solution to them that includes an online learning environment, student tracking, built in authoring environment, and lots of growth potential.

Company Profile

ivpcare is a specialty pharmacy, providing medications for patients with multiple sclerosis, infertility, and arthritis. Founded in 1990, they currently have about 100 employees servicing approximately 45,000 patients per year. The 5-year average growth rate is about 110% per year.

Situation

Using IntraLearn SME, **ivpcare** has significantly improved its delivery and tracking of learning to its constituencies, all while lowering costs and broadening the reach.

Software Used

IntraLearn SME
Microsoft SQL Server
Macromedia Cold Fusion
Windows 2000 Server
Crystal Reports

Can you lower training costs and raise your client satisfaction at the same time? IntraLearn SME allowed ivpcare to dramatically improve the delivery of training to nurses, doctors and patients, all while lowering training costs and raising their client satisfaction.

ivpcare is the leading provider of specialty pharmaceutical delivery and disease state management services to individuals experiencing infertility and other illnesses including multiple sclerosis and arthritis. By initially focusing its services on the specific needs of the infertility population, the company has developed a comprehensive model to meet the pharmaceutical needs of other disease states.

ivpcare's purpose is to promote wellness and improve the human condition. As the model for hi-tech pharmaceutical delivery systems, they consistently strive to exceed the needs and expectations of their customers and employees.

Lowering the Cost of Healthcare

ivpcare differentiates itself from other distributors (i.e. retail pharmacies) through its value-added services. These services are intended to:

- Reduce the time necessary for the caregiver to educate the patient regarding treatment
- Increase patient compliance with prescribed therapy
- Educate patients on the preparation and use of injectable pharmaceuticals
- Reduce potential errors in dosing or product waste and reduce the overall cost of treatment.

ivpcare shopped around for a robust e-Learning system to provide 24/7, 365 days a year training for its clients. They needed an online training solution for its infertility, arthritis, and multiple sclerosis courses for Health Care Professionals. IntraLearn's shrink-wrapped fully integrated e-Learning platform, with course authoring tools, system-wide reporting, remote registration, security and scalability was just what **ivpcare** was looking for. The ease of deployment meant that the company could publish hundreds of its infertility, arthritis, and multiple sclerosis courses to the Web rapidly.

High-growth Business

Selected as Dallas/Fort Worth's 16th-fastest Growing Private Company in the category of mid-sized companies, **ivpcare** is headquartered in Frisco, Texas and has two distribution facilities. The company employs over 100 individuals focused upon delivering the highest level of customer service available in the industry. Professional staff members include pharmacists and nursing specialists. Management believes that a key contributing factor to the company's strength is the corporate-wide focus

on minimizing the burden and stress felt by its customers. This service oriented culture is mirrored by the company's relationship with its employees.

"ivpcare is an innovative leader that strongly believes in educating our clients. We continue to invest significant resources into our 'Education Matters Program.' We feel IntraLearn is a major component of our success in developing, delivering and managing e-Learning for our clients. The response we've received has been fantastic."

Von L. Best
President and CEO, ivpcare

Exceeding Expectations

ivpcare has had an average growth rate of 110 percent during the past 5 years, according to the EDC. In 1999, its revenue increased by more than \$10 million. DeWayne Manning, Senior Vice President of Client Operations for ivpcare, does not see any immediate changes for ivpcare, but there could be expansions or changes in the long term. "We're hoping for continued growth and diversification," Manning added, "What changes we make are yet to be seen, but we're working diligently to look at new ways to do business." Online training with IntraLearn maximizes the efficiency and cost of training and certifying employees, by providing round-the-clock access to learning and its services.

ivpcare Online

Overwhelming response to a live online support at www.ivpcare.com has prompted the national specialty pharmacy to increase its trained staff of "i care" operators. "Many patients have told us that it is difficult to discuss their medication needs by phone due to open work areas or other reasons relating to confidentiality," said DeWayne Manning. Use of the "i care" button on multiple pages of the pharmacy's Web site has given customers access to the company's services in a confidential manner, Mr. Manning noted.

While the pharmacy's toll free telephone service 1-800-483-8001 retains its popularity, ivpcare has future plans to expand the online service with online courses. "Topics of the online courses would be for clinicians initially and will expand to topics aimed at educating patients," said Rosanne Best, Vice President of Corporate Communications. "Because major pharmaceutical companies see this as a special benefit, we are working with several potential partnerships to make it a reality," Ms. Best disclosed.

Contact Information

ivpcare
7164 Technology Drive
Frisco, TX 75034
Voice: 1-800-483-8001
Fax: 1-800-874-9179
E-mail: nancy.harrington@ivpcare.com

About IntraLearn Software Corporation

IntraLearn Software Corporation was founded in 1994 with headquarters in Northboro, MA. IntraLearn is the leading supplier of configurable e-Learning software platforms for mid-sized enterprises. With subsidiaries in London, Athens, Singapore and Hyderabad, India, IntraLearn software is distributed in 34 countries worldwide to more than 530 major organizations serving 2.5 million learners. IntraLearn is a member of the Microsoft Gold Certified Partner Program. For more information, call (508) 393-2277 or visit www.intralearn.com.

© 2002 IntraLearn Software Corporation. All rights reserved. All company and product names included in this document may be trademarks or registered trademarks of their respective companies.