

Case Study

Scaling Professional Development Across 50 States

How a leading telehealth company manages 2,046 licenses, 9,993 CE credits, and a 93.6% adoption rate with a fraction of the admin overhead

93.6%

Platform Adoption
189 of 202 providers

2,046

Licenses Managed
across 19 license types

9,993

CE Credits Earned
2,056 courses completed

\$16K

Annual Cost Savings
321 admin hours reclaimed

CUSTOMER PROFILE

About the Organisation

A leading telehealth company

Virtual Healthcare / Telehealth

This organisation is a leader in virtual care, providing families with dedicated multi-disciplinary care teams delivering treatment at home across all 50 states.

Sector Virtual Healthcare / Telehealth

Provider Count ~200 Full-Time Providers

License Types 19 Distinct License Types

Total Licenses 2,046 Active Licenses

Geographic Reach All 50 US States

Integration Credentialing platform + CE provider

THE CHALLENGE

A Compliance Infrastructure Built for a Simpler Era

This organisation's care model is inherently complex: nearly 200 providers hold over 2,500 licenses across 19 different license types, spanning all 50 states. When their existing manual CE/CME tracking system was sunsetted, the organisation needed a purpose-built solution fast.

What they were up against

- Manual CE/CME tracking system sunsetted with no like-for-like replacement available
- Nearly 200 providers each holding multiple licenses across 19 types in all 50 states
- Data fragmented across multiple systems: credentialing platform, CE providers, and other education tools
- Third-party reporting to state boards required significant manual preparation
- Providers completing CE in external systems — any new platform had to integrate, not replace
- Leadership lacked a consolidated view of team-wide CE progress and compliance status

THE SOLUTION

Centralising CE Without Disrupting Clinical Workflows

The organisation partnered with CE App to centralise their continuing education infrastructure — not by replacing existing clinical workflows, but by connecting them into a single, reliable system.

Custom Credentialing Integration	CE App built a custom integration with the organisation's credentialing software, enabling automatic sync of provider data and eliminating duplicate data entry across systems.
Automated CE Data Sync	A recurring automated sync with the organisation's preferred CE provider pulls completion data directly into the platform, so providers are automatically credited without manual uploads.
Effortless Onboarding at Scale	189 confirmed users were onboarded smoothly with a self-service process that reduced per-user admin time to approximately 1 minute.
Automated Tracking Across 19 License Types	CE completions and credit totals are automatically calculated and mapped to each provider's specific license requirements across all 19 types, without manual intervention.
Concierge Data Support	A dedicated CE App support team handles manual data entry for busy clinicians, ensuring accuracy and removing administrative burden from providers focused on patient care.
Unified Single Source of Truth	All CE records are consolidated into one dashboard, giving leadership a clear, real-time view of compliance across the organisation.

"The CE App transformed how we handle professional development. It's user-friendly, and the data it provides gives us valuable insights into our team's progress."

Representative, Leading Telehealth Company

KEY RESULTS

Measurable Impact Across Every Dimension

Implementing CE App delivered measurable impact across adoption, license management, educational output, and administrative efficiency – creating a scalable foundation for compliance as the organisation grows.

Outcome Area	Result	Business Impact
Provider Adoption	93.6% confirmation rate (189 of 202 users)	Strong platform uptake well above industry norms for new clinical tools.
License Management	2,046 licenses managed across 200 users	Every active license tracked centrally – no provider falls through compliance gaps.
Educational Output	2,056 CEs completed / 9,992 credits earned	An average of 10.88 CEs per confirmed user – evidence of sustained, meaningful engagement.
Administrative Efficiency	321 hours saved / \$16,050 in cost savings	Admin time reduced from 10 min per CE manually to under 1 minute via automation.

ROI BREAKDOWN

\$16,050 in Annual Savings

The time and cost savings were calculated conservatively, based on the manual effort required to manage onboarding, license assignment, and CE tracking without automation.

Calculation Assumptions

Admin onboarding time (manual): 5 min/user

CE tracking time (manual): 10 min/CE

Admin hourly rate: \$50/hr

Category	Hours Saved	Monetary Savings
Onboarding and License Assignment (189 users x 5 min reduced to ~1 min)	~12.6 hours	\$630
CE Tracking and Data Entry (2,056 CEs x 10 min reduced to ~1 min)	~308.4 hours	\$15,420
Total Annual Impact	~321 hours	\$16,050

These savings were achieved without disrupting existing provider workflows. Clinicians continued using their familiar CE platforms, and CE App aggregated everything into one place.

WHY IT WORKED

The Platform Difference

The adoption and efficiency numbers reflect a platform designed around the realities of complex, multi-license healthcare organisations — not a generic LMS adapted for clinical use.

Meets Providers Where They Are	Rather than forcing providers onto a new CE platform, CE App integrated with the tools they already use, automatically syncing completions without workflow disruption.
Compliance Without Administrative Tax	The concierge data service means that busy clinicians are never blocked from compliance by data entry tasks. CE App's team handles it, ensuring accuracy without burdening providers.
Leadership Visibility at Scale	For an organisation operating across 50 states with 19 license types, a single consolidated dashboard is not a convenience. It is a compliance necessity. CE App delivers it.
A Foundation That Scales	As the organisation grows its provider network, CE App scales with it — adding new licenses, states, and credential types without increasing administrative overhead proportionally.

The Bottom Line

This organisation turned a compliance crisis into an opportunity to build a scalable, integrated CE infrastructure. With 93.6% provider adoption, 9,993 CE credits tracked, and \$16,050 in validated annual savings, CE App delivered measurable ROI while eliminating the administrative burden that was holding the team back.

For a healthcare organisation operating at this scale and complexity, CE App is not just a tracking tool. It is a compliance platform built for growth.