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better business through technology



case study

The Pettibon Institute: Online User-Friendly Learning Center

Challenge

The Pettibon Institute is a non-profit institute that offers a continuing education series for chiropractors and other health professionals. Pettibon contacted Metric Media with the idea of **creating an online learning center for the institute's clients.**

Task

At Metric Media, we developed a user-friendly online system to better serve as well as increase Pettibon's client base.

- **Converted course materials into an online format** that gives students numerous delivery methods available via the Internet, including streaming audio and video, downloadable PDFs and graphics including X-ray images, and interactive quizzes and tests.
- **Built top-notch, user-friendly interface** that enables students to register, manage accounts, and track continuing education units online. The system is integrated with **Paypal**, giving students an easy, secure way to pay for a course.
- **Automated the sales process** so that Pettibon staff members are able to spend

less time on data-entry and more time serving their customers.

- **Collected data on site usage** to determine how to improve the Web-based systems in the most cost-effective and worthwhile ways. One such improvement was administrative reports that allow the Pettibon Staff to **monitor sales data and customer feedback** as well as seamlessly export information for PACE, an organization responsible for tracking chiropractic continuing education units nationally.

Result

Pettibon is now able to offer online services that decrease geographical restrictions for their students and allow staff to efficiently track client use of the online program. Therefore, Pettibon has greatly expanded their client base and increased student and staff satisfaction.