

# **Make Sure the Price Is Right for Your On-Demand Learning Programs**



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*By: Emily Bratcher*

**The American Medical Informatics Association and its partner, Scitent eLearning Solutions, offer some tips for pricing your on-demand e-learning products to achieve the right balance of member benefit and association nondues revenue.**

Like many credentialing exams, the American Medical Informatics Association's board certification exam was proctored in person at a live event. But AMIA saw an opportunity to extend the credential's reach to more members if it offered the exam—and its related prep course—remotely.

In 2013, AMIA launched an online version of its Clinical Informatics Board Review Course program, which prepares doctors for their Clinical Informatics Subspecialty Board Exam. Since then, the course and online exam have succeeded in two ways: Members are using and deriving value from the on-demand course, and AMIA is earning some steady nondues revenue.

"The key is to price the online learning so that it is a member benefit, yes, but it also is priced to reflect the value of the content," says Caroline March-Long, vice president of sales and marketing at Scitent eLearning Solutions, which partnered with AMIA to implement the online platform. "Free online learning is a missed opportunity to generate nondues revenue."

So, how do you go about pricing an on-demand e-learning program? "This is challenging always," says Vicky Mossman, vice president of partner development at Scitent, "and particularly when you're starting out with something new."



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Although there's no magic formula, these tips can help you price your e-learning programs right.

**Complete a market analysis.** Take a deep look at your market. Ask questions like: How big is your potential market for this product? What kinds of customer segments might be interested in it? Who are the competitors to your e-learning product, and how are those competitors pricing their own offerings?

**Identify your costs.** This is critical, since you want to make sure that you're not going to lose money by offering the e-learning opportunity. Make sure to factor in overhead costs associated with IP development, technology maintenance and support, online marketing and sales, as well as finance management and call center support. "Our goal is to create sustainability," Mossman says.

**Understand your audience.** It's also important to know the general financial circumstances of your members, so you can determine what they can afford to pay for e-learning options. Are they living on a preschool teacher's salary or a surgeon's? Similarly, if your industry is going through an economic

slump, your members are less likely to be interested in paying a high fee for an optional e-learning course.

**Collaborate.** The association and the vendor should work together on pricing. Each brings an important perspective to the question: The association has the pulse on its members, and the e-learning vendor has a good gauge of the e-learning environment, so collaborating on price is essential for getting it right.

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