



Enovation



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Case Study

ESSKA

Foreword

As Knowledge Solutions Manager at Enovation, I'm excited to share this case study showcasing how ESSKA transformed its digital learning experience with the help of our enoHub platform.

This case study details the challenges, solutions, and outcomes of this project. It's a testament to what's possible when technology and collaboration come together to drive innovation.

Our partnership with ESSKA focused on addressing these challenges by implementing enoHub, a solution designed to streamline learning delivery, enhance the user experience, and empower ESSKA's team to manage their platform independently. The result was a modern, centralized learning hub that exceeded expectations in terms of engagement, usability, and satisfaction.

I'm proud of the role Enovation played in this transformation and hope this inspires others to reimagine their learning solutions.

Terry Fannon

ENOVATION KNOWLEDGE SOLUTIONS MANAGER

Project overview

Timeline : 1 November 2023 to 8 May 2024

Organisation: European Society of Sports Traumatology, Knee Surgery, and Arthroscopy (ESSKA)

Industry: Orthopaedic surgery

Membership: 15,000 members

No. of employees: 12

Region: Europe

Founded in 1982, ESSKA is a leading pan-European organisation in the fields of degenerative joint disease and sports medicine.

Now a community of over 15,000 professionals globally from over 100 countries, ESSKA aims to improve the patients' quality-of-life, by strengthening the quality of their treatment.

ESSKA also offers to its professional members an online peer-reviewed educational platform that echoes the structure of the ESSKA European Specialists Core Curriculum – ESSKA's strategic plan for its Continuous Professional Education programme.

Challenge

ESSKA faced significant challenges with their outdated learning platform, which struggled to meet the needs of its 15,000 members.

From poor user engagement to inefficient administrative processes, the platform needed a complete overhaul to align with ESSKA's mission of delivering world-class education and fostering professional connections.

Objective

To create a centralised learning portal, with a clean feel, offering ease of navigation and an improved UX. It was important for ESSKA to be able to make platform-wide adjustments, without having to pay for excessive amounts of development hours.

enoHub.

Why enoHub?

enoHub is Enovation's next-gen platform centralising learning and collaboration to meet the evolving needs of modern professionals. ESSKA chose enoHub for its ability to provide a seamless, customisable learning experience tailored to their needs. enoHub's flexibility allowed for streamlined integration of new features and tools, giving ESSKA full control over the platform.

Key issues

- Unresponsive design
- Overcrowded learning pages with poor user experience and navigation
- Fragmented user journeys with unclear goals
- Dependence on external developers for adjustments, leading to excessive costs and delays

ESSKA needs

- A centralised, user-friendly learning portal with a modern, clean design
- Improved navigation and User Experience (UX)
- A centralised hub for all of their education content, including on-demand congress recordings
- Autonomy to make platform-wide adjustments without reliance on costly development hours

enoHub solutions

What we did

- Redesigned the platform architecture for an intuitive user journey
- Integrated robust LMS functionalities, improved search capabilities, and user analytics
- Created a single unified location for all our educational content
- Provided tools for easy admin adjustments and content updates without developer intervention

Key features

- Advanced content recommendations
- User engagement tracking and reporting
- CRM Integration
- Integration with congress AV company
- Intuitive upload features for members and admins

Steps taken

- **Discovery workshop**
Identified pain points and mapped out goals
- **Design phase**
Developed a responsive, clean platform design tailored to ESSKA's branding
- **Development**
Integrated requested features and functionality, ensuring compliance with AA accessibility standards
- **Deployment**
Launched MVP in time for ESSKA's annual congress
- **Training**
Conducted admin and member training sessions to familiarize users with the platform

enoHub.

Results

- Enhanced member satisfaction due to a better user experience
- Increased engagement from members
- Expanded opportunities and functionality for members
- Increased membership



Users

+265%



Sessions

+260%



Page views

+148%



Engagement rate

+42%

Contact us

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ESSKA

Working with Enovation has been a real boon for us, the outcomes have exceeded our expectations. This is almost certainly down to their expert assistance and guidance when things have been particularly challenging.

Terry and his team have been resolute, efficient, and most of all, mindful of our needs. Project meetings were something I looked forward to, whereas I had previously struggled to feel any joy when working on our old platform.

Every step has been transparent, with measured steps and clear progressions throughout. I would not hesitate to recommend them, and as you can see from our improved metrics, the work quality speaks for itself.



Ben Mcilroy
ESSKA Education Manager