



Enovation

Case Study

EASL

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Foreword

At Enovation, partnership goes beyond technology – it's about innovation, adaptation, and growth.

Our collaboration with EASL reflects this philosophy, and I'm proud to share how we've transformed hepatology education together.

From day one, we aligned our digital solutions with EASL's educational strategy, co-creating a platform that's accessible, engaging, and impactful.

In a fast-moving field like hepatology, agility is essential. A key strength of our partnership has been the ability to pivot as EASL's needs evolve. We've continuously adapted – consolidating fragmented resources, integrating new learning methods, and refining the user experience.

This case study highlights what defines us: collaboration, innovation, and a shared commitment to meaningful learning.

I can say how proud we are to support EASL in delivering world-class digital education to its members.

Terry Fannon

ENOVIATION KNOWLEDGE SOLUTIONS MANAGER

Project overview

Timeline :	8 months
Organisation:	European Association for the Study of the Liver (EASL)
Industry:	Hepatology
Membership:	7,100 EASL paid members
No. of staff:	36 (5 in education)
Region:	Global

In the rapidly evolving field of hepatology, continuous education is essential for healthcare professionals striving to provide the best patient care.

Recognising this need, the **European Association for the Study of the Liver (EASL)** embarked on a mission to revolutionise medical education by creating a comprehensive digital learning platform.

EASL Campus, an innovative eLearning hub

EASL collaborates with leading industry partners to provide valuable, high-quality educational content, ensuring that members have access to cutting-edge research, innovations, and best practices.

Partnering with Enovation, EASL developed EASL Campus, an innovative eLearning hub that has become a cornerstone for hepatology professionals worldwide.

This partnership model:

- Generates revenue to support EASL Campus, sustaining its development and expansion.
- Offers industry-sponsored content, providing deeper insights into new treatments, technologies, and clinical applications.
- Expands learning opportunities while maintaining the scientific integrity of hepatology education.

By combining cutting-edge technology, expert-led content, and strategic industry partnerships, EASL Campus has become the go-to resource for hepatology professionals worldwide.



Key challenges

Before the launch of EASL Campus, medical professionals faced several challenges that hindered their learning experience:

1 FRAGMENTED LEARNING RESOURCES

EASL members had access to valuable resources, eLearning modules, on-demand webinars, podcasts, clinical practice guidelines, but these were spread across multiple platforms. This fragmentation led to:

- **A disjointed user experience**, forcing members to navigate different systems to find relevant content.
- **Frustration among learners**, reducing engagement and limiting the effectiveness of EASL's educational offerings.
- **Inefficiencies for administrators**, who had to manage multiple platforms instead of a centralised hub.

SOLUTION

> A UNIFIED LEARNING HUB

EASL Campus consolidated all educational resources into a single, intuitive platform, eliminating the frustration of navigating multiple systems. Now, members can seamlessly access:

- eLearning courses
- On-demand webinars
- Podcasts
- Clinical practice guidelines
- Research articles

This centralisation improved the user experience, efficiency, and engagement. By bridging the knowledge gap, EASL Campus empowers medical professionals with the tools they need to enhance their expertise and improve patient care.

2 LOW ENGAGEMENT AND PASSIVE LEARNING EXPERIENCES

Existing educational content lacked interactive elements, leading to lower engagement and reduced knowledge retention. Learners needed a more dynamic way to absorb and apply their knowledge.

SOLUTION

> INTERACTIVE AND ENGAGING LEARNING EXPERIENCE

EASL Campus introduced multimedia-rich, interactive learning modules with features such as:

- Gamification elements to increase motivation and engagement.
- Quizzes and assessments to reinforce knowledge retention.
- Personalised learning paths tailored to individual needs and interests.

3 LIMITED ACCESS TO SPECIALISED KNOWLEDGE

Traditional education methods and siloed digital platforms made it difficult for healthcare professionals to stay updated on the latest hepatology research, advancements, and clinical best practices.

SOLUTION

> A COLLABORATIVE LEARNING COMMUNITY

The platform fosters a global community of hepatology professionals through:

- Discussion forums and live Q&A sessions.
- Interactive webinars featuring leading experts.
- Opportunities for peer-to-peer networking.

4 LACK OF PROFESSIONAL RECOGNITION

The current learning system did not allow medical professionals to obtain recognised certifications or benefit from accreditations leading to a lack of interest and engagement in the learning platform.

SOLUTION

> ACCREDITED PROFESSIONAL DEVELOPMENT

EASL Campus offers Continuing Medical Education (CME) credits, enabling professionals to:

- Earn valuable accreditation while advancing their expertise.
- Enhance career progression with recognised certifications.



Results

Since its launch, EASL Campus has achieved significant milestones:

- **4,500 registered users** engaged in hepatology education.
- **Over 17,000 resources available**, covering a wide range of liver-related topics (congress recordings, posters, podcast, videos, CPGs, documents, courses and EASL Quiz).
- **12 eLearning courses accredited with 45 CME credits**, supporting professional development.
- **Higher engagement and knowledge retention**, thanks to interactive learning formats.
- A **seamless user experience**, with all educational materials unified under a single platform.



Users

4,500



Resources

17,000+



eLearning Courses

12



CME Credits available

45

Conclusion

The collaboration between **EASL and Enovation** has resulted in a dynamic, accessible, and comprehensive eLearning platform. By **unifying hepatology education under one digital hub**, EASL Campus has transformed how medical professionals **learn, engage, and advance their expertise**.



We have had a truly great experience working with Enovation. The team always works to find the best solution that fits our needs as an organization, while providing invaluable technical guidance and support during the process. We highly recommend Enovation to any organization that is looking to develop any learning solution.

Laurent Perrin

Science and Education Manager
EASL Campus

Contact us

Enovation, your eLearning partner

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