

Polish Optometrists have the Insight

CLIX SaaS provides efficient training

Saarbrücken/Warsaw, July 2010 – In order to convey medical advancements in ophthalmology to the relevant specialist doctors, equally advanced learning management methods are being used in Poland. OKOMEDICA S.A, based in Warsaw, has launched a new project enabling eye doctors to undertake further training in the specialist area of optometry (ametropia). At the core of this project is the SaaS variant of IMC AG's learning management system CLIX. This project, which is the first of its kind in Poland in terms of size, is financially supported by the European Social Fund.

Healthy eyes are a valuable asset and need to be protected. Eye specialists are important partners. Their targeted and structured further training is therefore just as important. OKOMEDICA, a company specialising in consultation for optometrists, has launched a comprehensive 24-month training project with Salus University in Pennsylvania, USA and their globally recognised "College of Optometry". With the help of the learning management system CLIX, around 100 specialist doctors will use the respective courses and learning content, some of which was also produced with the authoring tool LECTURNITY, another IMC product. OKOMEDIA has, however, not yet purchased the LMS, which has been successful for many years, and has instead opted to lease the service. "This training and qualification project is predestined for the "software as a service" model" explains Dr. Tilman Küchler, Director Public Sector & Education at IMC. "It will be possible to launch the project quickly, the demand is clearly-defined in terms of content and the duration is limited. It would therefore not have made much sense to have an expensive implementation of an on-premises model." In addition to this, the client also had no corresponding IT infrastructure, let alone resources for regular updates and system maintenance. These services are now being provided by IMC for OKOMEDICA, including a daily backup of the data and a 24/7 support service. "The client will receive a product which is ready for use right away, with a modern, individually tailored user interface and in a Polish language version. OKOMEDIA will be able to concentrate on its core areas of expertise: The management of the content and specialist aspects of this extraordinary project" explains Küchler conclusively.

(319 words / 2.140 characters)

Contact:

imc information multimedia
communication AG
Altenkesseler Str. 17 / D3
66115 Saarbrücken / Germany

Press and PR

Tel. +49 (0) 681 / 9476-302
Email: presse@im-c.de
Internet: www.im-c.de

Press contact:

Ulrike Jungmann M.A.
PR/IR Manager
Telephone +49 / (0) 681 / 9476 302
Telephone +49 / (0) 681 / 9476 530

Dr. Tilman Küchler
Director Public Sector & Education
Telephone +49 / (0) 761 / 1514 66 0

Email: presse@im-c.de

This and further press releases of IMC AG are available for download at our homepage: www.im-c.de

About IMC AG:

IMC AG is one of the world's leading service and technology providers for Advanced Learning and Content Solutions. By using the applications and services of IMC AG, companies and public organisations of any size realise efficient and training processes. Even education providers and universities rely on the long term experience and the sophisticated technologies of IMC. Flexibility, integration capabilities, customer and process orientation remain the focus as regards development of IMC products. With the CLIX Learning Management System, the authoring solutions LECTURNITY and POWERTRAINER, the Electronic Performance Support System (EPSS), LIVECONTEXT as well as the Content und Community Platform SLIDESTAR, IMC provides a consistent approach to a solution for a complete education management.

Founded in 1997 by Prof. Dr. h.c. mult. August-Wilhelm Scheer, together with Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann, with its headquarters in Saarbrücken, the company has offices in Berlin, Munich and Freiburg, a branch in Australia (Sydney) and subsidiaries in Switzerland, (Zurich), Austria, (Graz), Great Britain (London) and Romania (Sibiu).

In addition to its core business activities, IMC AG has been the organiser of the annual "Learning World" since 1999. The journal "IM Information Management and Consulting" is also available.