

# American College of Chest Physicians (CHEST)

Connecting a Global Community in Clinical Chest Medicine

## CHEST

<https://www.pathlms.com/chest/>



## Industry

Association

## Goals

- Accelerate sales globally.
- Provide free access to all attendees.
- Provide a friendly and convenient viewing experience.

## Solution

- Recording and archiving conference sessions for on-demand access.
- Creating separate and topical tracks for easy viewing.
- Creating unique codes for selling sponsor access worldwide.
- Providing a mobile friendly user experience where each user can track and bookmark their activity.

## Results

- Delivered content to over 3,200 chest professionals across the globe within two weeks after the event.
- Friendly user-experience without any technical support issues.
- CHEST staff managed the event, not the delivery of the content.

American College of Chest Physicians (CHEST) is a global clinical organization dedicated to helping chest medicine professionals optimize every clinical decision they make. Each year, CHEST holds their annual meeting, offering 5 days of clinical instruction with hundreds of sessions focusing on relevant pulmonary, critical care, and sleep medicine topics.

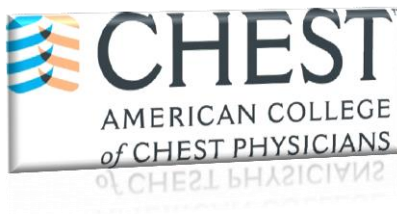
CHEST decided to leverage the value from their scheduled live meetings and implement a technology platform that allowed them to quickly deliver recordings of the live presentations to attendees and non-attendees.

Over 900 live presentations (audio and slides synchronized) were captured on site in 2014. Their goal was to provide on demand access with a friendly viewing experience to three main audiences. First, all attendees (approximately 3,000) were to receive free access to all presentations. Second, CHEST needed a way to sell content to a global audience from a sponsor. Third, all non-attendees could sign up and purchase the presentations.

As the chosen technology partner to support the CHEST initiatives, Blue Sky Broadcast deployed the Path™ Event Learning Platform to manage the on demand content and provide access to the different audiences through the eCommerce engine, group permissions and codes. Blue Sky had the event site pre-built, added metadata prior to the event and then the recordings were bulk-uploaded immediately after the event so the site could be launched within two weeks after the conference.

Success defined this initiative on multiple levels. Blue Sky's Path™ Event Learning Platform delivering content to over 3,200 personnel at over 250 locations across the globe within weeks and within budget.

*Thanks to the entire Blue Sky Broadcast team for a flawless experience! The CHEST team really liked seeing the system before it was released to the users and felt that this was by far the best experience compared to recent implementations. Normandy Harris was an excellent project manager who created a great work environment of clear communication, project timeline where deadlines were met and ensured a very smooth delivery. The CHEST team agreed in the end that they had not seen a system this easy! We appreciate the partnership and look forward to working with you again in the near future.*



## To learn more, please contact:

Blue Sky Broadcast

877 925 8375

[www.blueskybroadcast.com](http://www.blueskybroadcast.com)

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