

Case Study

CYPHER Learning



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- ✓ Review by a Real User
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What is our primary use case?

Our company provides aligners to align your teeth, instead of braces. We have a network of doctors and we use CYPHER Learning for our academy where we have courses on how to do specific things with aligners and to explain the treatment. We use it to explain orthodontic procedures and we have a list of courses that we share with our doctors.

How has it helped my organization?

There are a few benefits we have seen. First, it helps us create a more seamless onboarding journey for any doctor. We've integrated the LMS with our CRM system and whenever we have a new doctor in the CRM system, they automatically get login instructions for our

academy. They then have to go through certification for our treatment. After that, they can move on to the other courses and start submitting their aligner cases for their patients. CYPHER Learning enables this cycle and it has made the journey more seamless for new doctors.

And for doctors who are already in our CRM, of course, it helps us in giving them the knowledge they need, because some of them lack some skills. Instead of doing one-to-one calls and support with our clinical team, now they can watch specific courses and get the knowledge they need.

The solution has saved us costs because we used to have many one-to-one calls with the clinical team and commercial teams. Some of the courses now substitute for that. They can go ahead and watch them instead of speaking to



one of our team members.

And there are some new features that are important for us. The branded mobile app is one because, now, everyone is surfing on their mobiles instead of their computers. That's going to be a value-add. And while we haven't utilized the point system a lot yet, when we give specific points to specific courses and then link that to our loyalty program, it's going to make a difference.

What is most valuable?

Some of the features we like are the usability of the interface group feature points system. The usability makes it easy for our doctors to find whatever they're looking for. The groups help them interact with each other, creating a kind of network and a place of engagement. It's not just a platform to go and learn and get out. It's a place where they can actually interact with other doctors and share experiences.

It also enables us to see who has not accessed the portal and we send them reminders to log in. And for those who, for example, have already enrolled in one course, we try to upsell them to enroll in more courses and complete them.

That follow-up ability is very important internally because we need to see more interaction with the academy. We want our doctors to have the knowledge they need to use the treatment. We believe that the academy has the right skills and knowledge that they need, so we try to push as

much as we can for them to go into the academy and learn as much as they can from the courses we offer.

What needs improvement?

Improvement is needed to the reporting options and system because sometimes it's not very accurate. We feel that there are not enough aspects to report on. We need some more advanced reporting.

There should also be some more customization for admin roles and what specific things an admin should have permissions on, instead of having just one kind of admin role.

For how long have I used the solution?

I have been using CYPHER Learning for six months.

What do I think about the stability of the solution?

It's pretty stable. In the six months there has not been any downtime for the platform.

What do I think about the scalability of the solution?

I think it's pretty scalable, even if you have different organizations or if you want to white



label it.

We have 350 active doctors in our academy. We have done some interviews and surveys and their feedback about it is pretty good.

We onboard new doctors every month and we're trying to increase utilization from our current doctors. We've invited around 1,000 doctors. We're putting together plans on how to increase usage from the doctors who haven't logged in, and from those who have logged in to enroll in more courses.

How are customer service and support?

CYPHER LEARNING's support replies very fast. Most of them are very knowledgeable and get back to you on-point. It's excellent.

How would you rate customer service and support?

Positive

Which solution did I use previously and why did I switch?

We used to work with Mindflash LMS. We switched because we were not fully utilizing their features and we wanted to find a platform that suits our new requirements. CYPHER Learning fit those better and at a really convenient price.

How was the initial setup?

The initial setup of CYPHER Learning was very straightforward. The process of onboarding it was very easy. Whenever I had a question, I posted it on the support forum and they were very responsive and fast in replying to what I needed. They always solved whatever problem I had. And generally, the platform itself is very intuitive. You don't need major IT skills or other skills to upload your content to it. It was very simple.

It took about a week to deploy it.

We had all our content ready, so we just created the branding for the platform. We uploaded that and our content and we built the logic behind the courses. For example, some courses should be completed before others. And then we imported the contacts from our CRM to the academy, which automatically sent them their login instructions.

What was our ROI?

For now, we're offering our courses for free, so we're not monetizing them. But if we look into the return from a different aspect, we're arming our doctors with the knowledge they need to increase their patient case submissions to us. They're going to be feeling more confident to submit cases and start treating them with aligners, which is going to be beneficial for us.



Which other solutions did I evaluate?

We've looked into many solutions. Generally, CYPHER Learning fit our needs and the pricing was a very important factor in our decision.

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