

Strengthening professional development with global, accessible online learning



Setting the Scene

The International Confederation of Midwives (ICM), which is based in the Netherlands, supports, represents and works to strengthen professional associations of midwives throughout the world. There are currently 140 Midwives' Associations, representing 119 countries across every continent.

The Challenge

A recent survey of midwives associations – from every ICM region – highlighted the need for improved and accessible professional development opportunities. As a result, ICM wanted to create training for

their global membership and deliver this in a consistent, cost-effective way.

Having decided that eLearning would be the best way to achieve this, they needed a partner to support them with the creation of several new eLearning modules. ICM also needed a hosting solution to make the eLearning available at any time to ICM members regardless of location.

The Solution

eCom's instructional design team worked with ICM subject matter experts around the world, creating mind maps and storyboards and providing the support needed to successfully

develop the eLearning modules.

Regular project meetings and project management ensured the build stage and user acceptance testing (UAT) were kept on track and led to the development of high-specification, consistent modules for the ICM members.

The eLearning was designed to be engaging, informative and available in the ICM 3 key languages - English, French and Spanish. The modules were then hosted on our cloud based LMS, eNetLearn - a crucial step in making this available to as wide a range of the ICM members as possible.



The Benefits

In choosing to partner with eCom, ICM received the support they were looking for, both in terms of creating engaging, impactful eLearning as well as delivering this in a consistent way to their global membership.

Learners are able to engage with the eLearning resources at a time that suits their needs and fits around their workload.

This solution has enabled ICM to benefit from extending

the reach of their training in a cost-effective way, helping provide accessible, professional development opportunities for midwives globally.

Within 12 weeks of going live, 500 members have accessed the site and provided extremely positive feedback. The ICM eLearning Platform is supporting midwives worldwide and in their 100th year they are now considering offering some of the eLearning modules in other languages.



Learning Solutions®

18b Dickson Street
Dunfermline
Fife, UK
KY12 7SL



01383 630 032



connect@ecomlearningsolutions.com



www.ecomlearningsolutions.com