

How a Benchmarking Exam Became a Top Revenue Driver — Without Raising Prices

Client Overview

The American College of Cardiology programs delivers an annual in-training benchmarking exam designed to support fellow education and long-term certification success.

The exam mirrors the ABIM initial certification and is taken annually by fellows to measure topic-level progress over time.

Today, the program supports:

- ✓ **~3,700** examinees annually
- ✓ **~300** participating programs
A nationwide network of program coordinators and educators
- ✓ A nationwide network of program coordinators and educators

Program coordinators are the individuals responsible for overseeing learner cohorts within each participating organization. They are accountable for learner performance, program quality, and outcomes—and often face internal and external pressure to understand how their participants compare to peers across other organizations.

The Challenge

Scaling a High-Stakes Program Without Escalating Costs

The exam was originally delivered through a third-party testing provider. While functional, the model presented growing challenges:

-  **High and increasing delivery costs** as participation expanded
-  **Limited reporting and insight** for program coordinators
-  Little flexibility to adapt the experience as the program matured

As participation grew, the model became increasingly difficult to sustain. The association faced a critical question:

How do we scale a nationally respected benchmarking exam, improve insight for programs, and protect long-term revenue—without increasing prices or compromising quality?

The Turning Point

Bringing the Exam In-House

To regain control over costs, data, and the learner experience, the association made a strategic decision to bring exam delivery in-house.

This required a platform that could:

-  Support **thousands of examinees** annually
-  Serve **hundreds of program coordinators** with clarity and confidence
-  Deliver **complex benchmarking and topic-level reporting**
-  Scale reliably without increasing per-user costs

Just as important, the platform needed to support the **educational mission**, not just exam administration

Why OasisLMS

OasisLMS was selected as the foundation for delivering and scaling the exam.

Key differentiators included:

Clear, Actionable Dashboards

Program coordinators gained access to dashboards that were more intuitive and **informative** than what they previously had. Coordinators could easily:



See how learners performed by topic



Track progress year over year



Understand how their program compared to national benchmarks

This visibility reinforced the exam's value—not just as an assessment, but as a **program improvement tool**.

Built for Scale

OasisLMS supported:



Annual exam delivery at national scale



A consistent experience for learners, coordinators, and administrators



A growing number of programs without operational strain

As participation increased, the platform scaled smoothly alongside it.

Impact on Programs and Learners

For program coordinators, the exam became a trusted part of learner development.



Coordinators viewed the exam as a **proven preparation tool**



Learners used results to understand strengths and gaps



Programs gained credible data to assess training effectiveness

A formal study later showed that participation in the program **increased certification exam scores**, validating the educational impact of the model.

The exam didn't just measure learning—it actively improved outcomes.



Growth, Revenue, and Long-Term Value

With OasisLMS as the delivery platform, the program experienced sustained growth:

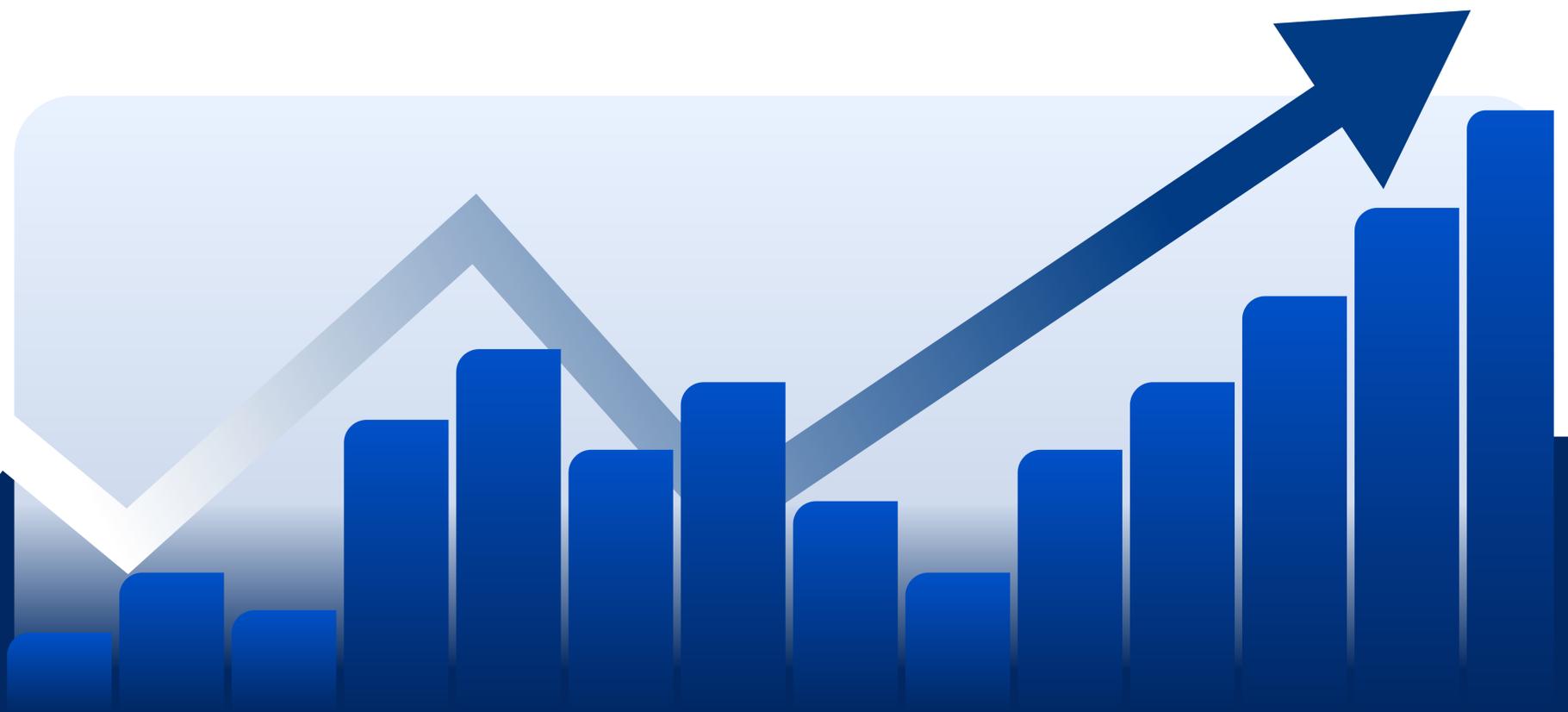
- ✓ Examinees increased from **~2,400 to ~3,700**
- ✓ Participation expanded to **~300 programs**
- ✓ Operational costs remained controlled despite scale

Over time, the exam became the association's **second-largest revenue driver**, surpassed only by the annual conference.

Notably

- **Pricing has not increased**, despite growth and proven value
- The program now offers significant **future pricing and expansion flexibility**

This combination of scale, impact, and efficiency turned the exam into a long-term strategic asset.



The Result: A Mission-Driven Program That Scales

By transitioning delivery to OasisLMS, the association achieved what many education teams struggle to do:



Scale a complex program nationally



Improve insight and value for stakeholders



Strengthen educational outcomes



Grow revenue—**without raising prices**

With the right infrastructure in place, the organization can now focus on innovation and growth, confident that its flagship assessment program is built to last.