

How the American Academy of Dermatology

Extended Learning Engagement with a Dedicated Mobile Experience

The Opportunity

Extending a Strong, Mobile-Responsive Learning Foundation

The American Academy of Dermatology (AAD) delivers education through **The Learning Center**, a fully mobile-responsive learning platform that allows members to access education across desktop, tablet, and mobile devices.



As member behaviors and expectations continued to evolve, AAD identified an opportunity to extend this experience even further. While the LMS already supported mobile access, AAD wanted to better support how members actually engage with learning in their day-to-day professional lives — often in short, unscheduled moments and in environments where connectivity isn't guaranteed.

Rather than replacing or duplicating its LMS experience, AAD set out to **complement** it with a dedicated mobile app designed for speed, convenience, and reliability.

Organization



American Academy of Dermatology (AAD)

Focus

Mobile engagement, learner accessibility, offline learning

The Strategy

A Purpose-Built Extension of AAD Learn

AAD approached the mobile app as a strategic enhancement to its existing learning ecosystem.

The objective was not to recreate every LMS workflow on a phone, but to:



Reduce friction for frequent, lightweight engagement



Support learning that happens between formal events



Enable reliable access in low- or no-connectivity environments



Maintain continuity with **the AAD Learning Center** while optimizing for mobile-native behavior

This clear distinction ensured the app worked alongside the mobile-responsive LMS — giving members flexibility to choose the experience that best fits their needs in any given moment.

The Experience

Learning Designed for Real-World Conditions

With the mobile app (**dubbed AAD Learn**), AAD members can:



Quickly access educational content from their phones



Download select content for offline access



Engage with learning in short sessions throughout the day



Stay connected to AAD between meetings, and events

Offline access proved especially valuable for members working in clinical settings or traveling, where internet connectivity can be unreliable or unavailable. By allowing content to be accessed without an active connection, AAD removed a key barrier to engagement and ensured learning could continue uninterrupted.

As one AAD team member explained:

“The offline access — that’s really clutch. I’ve worked with a couple other LMSs, and I don’t really know of anybody who has quite the same offline access that Oasis does.”

Dustin Herlich,
American Academy of Dermatology

Rather than duplicating the full LMS experience, the app focused on enabling fast, practical access to education — making learning easier to fit into real-world professional routines **while still mirroring all of the content available in the LMS.**

Listening to Members

Feedback That Validated the Approach

To evaluate the impact of the mobile app, AAD paired usage data with direct member feedback.

Survey responses reinforced that the app was delivering meaningful value. Among members who use the app **daily, weekly, or monthly, 80% reported being satisfied or very satisfied** with the mobile experience. Feedback consistently highlighted convenience, faster access to content, and the ability to continue learning without relying on a constant internet connection.

Offline access, in particular, emerged as a standout benefit:

“Offline learning is one of the things that I personally talk about. Whenever I talk to members, that’s one of the big selling points I tell them about.”

Dustin Herlich,
American Academy of Dermatology

The Results

Incremental Gains in Engagement

The mobile app has become an important engagement channel within AAD’s broader learning strategy:



Members actively use the app alongside the mobile-responsive LMS



Mobile interactions complement deeper, more structured learning sessions



Engagement extends into moments that were previously limited by time or connectivity constraints

By offering both a mobile-responsive LMS and a mobile-native app, AAD expanded how, when, and where members interact with education.

The Takeaway

Mobile-Native Experiences Extend Access — They Don’t Replace It

AAD’s experience demonstrates that associations don’t have to choose between a strong LMS and a mobile app.

A mobile-responsive platform ensures learning is accessible across devices. A dedicated mobile app goes further by optimizing for speed, frequency, and offline reliability — capturing learning moments that might otherwise be missed.

For associations serving busy professionals, AAD’s approach shows how an intentional mobile strategy can extend the value of existing education programs while keeping the learning experience unified and member-centered.

