



Case Study: Monetizing What Matters

How AMSSM Built Subscription Revenue Without Needing CE

The American Medical Society for Sports Medicine (AMSSM) used OasisLMS to turn two distinct content types, a deep

clinical reference product and a high-stakes board prep question bank into scalable, highperforming digital subscriptions. Both products succeeded without offering CE credit, demonstrating that when content is valuable and accessible, members will pay for it year after year.

About AMSSM



NATIONAL LEADER

Advancing sports medicine education and clinical best practices



MEMBER BASE

Primary care physicians with fellowship training in sports medicine



CERTIFICATION

Regular recertification and staying updated on evolving clinical standards



DIGITAL TRANSITION

Shifting from print-based educational tools due to rising costs and changing learner habits

Part 1: Case-Based Content Becomes a Living Reference Tool

AMSSM transformed their underutilized print case studies into a dynamic digital resource through OasisLMS:



Product: Best Practices in Sports Medicine

AMSSM's rich clinical case studies went from an underutilized print format to a searchable digital resource, without requiring CE credit.



Enhanced User Experience

Physicians could now search by symptom, diagnosis, or specialty with all media (text, video, audio) unified in a single platform.



Driving Conversions

"The platform let us show, not tell. Once physicians saw how easy it was to access these real cases and tools, they immediately understood the value."

-Aaron Huffman

Results That Matter

- Offered à la carte for \$100/year or bundled with CAQ prep for \$260
- The bundle became the most popular option users saw value and opted in
- Conventions became conversion points, thanks to Oasis's built-in free trial option

What Other Associations Can Learn

- You don't need CE credit to monetize content
- If it's useful and searchable, members will pay for access
- OasisLMS makes it easy to build, deliver, and grow these resources into living product

Part 2: Transforming Board Prep into a Scalable Subscription



The Challenge

Every **8 years**, AMSSM members must **pass the CAQ** (Certificate of Added Qualifications) exam to maintain their certification.

To support them, AMSSM had published a **400-question board prep book** every other year.

But the **print model** came with **major downsides**: production **costs**, revenue **cuts** from Amazon, and **growing frustration** from members who wanted online access.



The Solution

With **OasisLMS**, AMSSM digitized and expanded the offering:

- **3 volumes combined** into a 1,200-question **digital bank**
- **Questions** were tagged, **searchable**, and **filterable**
- Physicians could **study anytime**, from **any device**

Pricing and Revenue Model

Year 1: Launched at **\$150/year** to test the model

Year 2: Increased to **\$200/year** as value became clear

Also available in a bundle with Best Practices at **\$260**

Results

Year 2 **revenue exceeded** Year 1, despite no new advertising

Platform savings:

- **Avoided** Amazon's **55% cut**
- **Eliminated** book in **print costs**
- **No** inventory or fulfillment **risk**

OasisLMS handled content delivery, payment processing, and subscription management so AMSSM could focus on strategy



"We raised the price, expanded the content, and it still sold better. The value is clear, and we're only getting started."

-Aaron Huffman

Key Takeaways for Other Associations

Success Without CE Credits

This case study proves you don't need to build complex CE accredited courses to generate subscription revenue. AMSSM succeeded with:

- A clinical reference library that doctors used on demand
- A high-stakes exam prep tool delivered digitally
- No certificates, no credit hours just value



OasisLMS Capabilities

OasisLMS enabled it all:

- Easy uploading and structuring of existing content
- Built-in tagging, filtering, and search tools
- Subscription pricing, bundling, and trial access options
- A flexible, scalable solution for both essential and enrichment based learning



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