American Therapeutic Recreation Association: Path LMS Success Story

$500k
in non-dues revenue earned through Path LMS

300
courses hosted on Path LMS

10,000+
therapists supported in quinquennial 50-hour CEU requirements
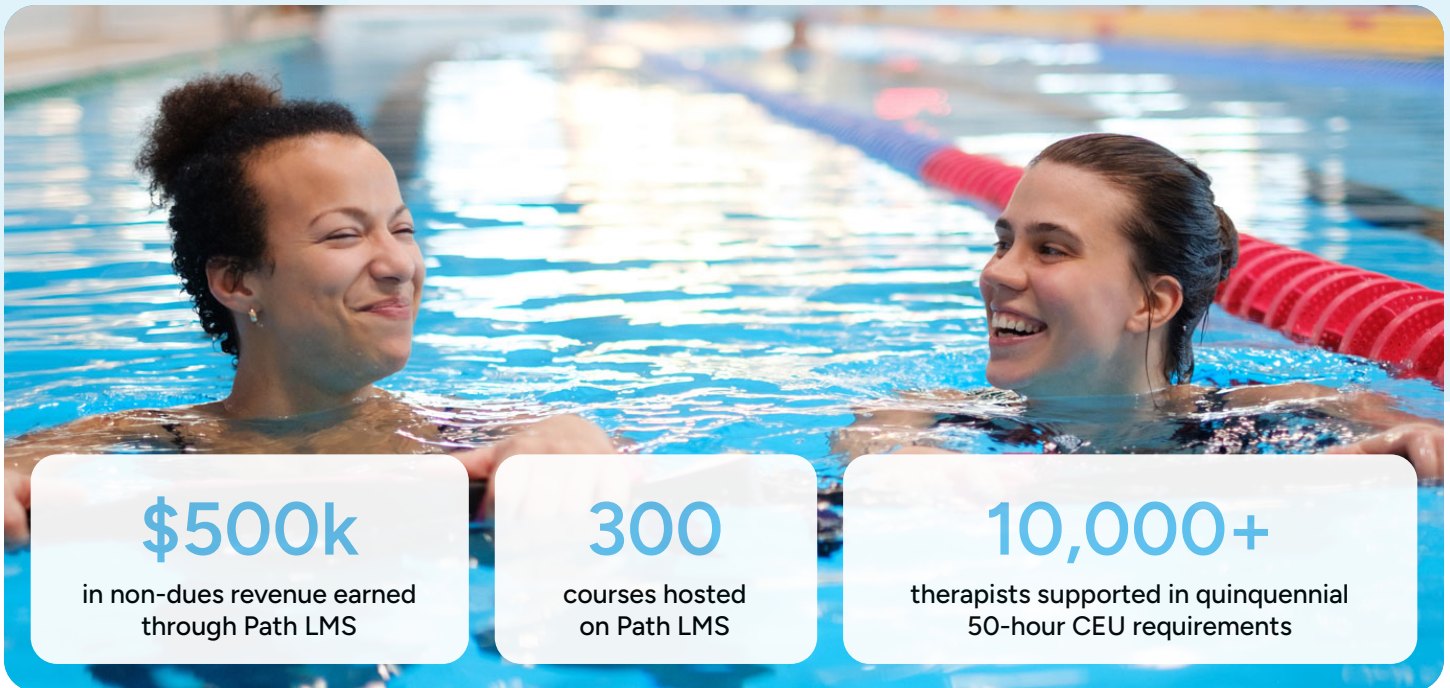
Before partnering with Path LMS™, ATRA struggled to deliver a seamless, fully integrated continuing education units (CEU) experience for its members. Their approach proved time-consuming and costly. ATRA sought a more robust learning platform to streamline content delivery, simplify CEU tracking, and expand access to its learning library. Read more about the specific challenges they faced and how implementing Path LMS provided a comprehensive solution (and grew revenue!).

Products Used

Path LMS
POWERED BY MOMENTIVE

"Path LMS has proven to be a critical tool to create new revenue, keep members informed and engaged, and streamline the delivery of effective education."

- **Maggie Bayerl,** ATRA Education Coordinator

🧩 Challenge & Solution

Like many healthcare associations, ATRA offers continuing education to its members and recreational therapists at large. Education is central to ATRA's mission, a valuable member benefit, and a revenue-generating opportunity for the organization.

However, before partnering with Path LMS ATRA faced significant challenges in managing and delivering online learning. Their previous webinars were stored on YouTube and could be purchased through their website. The process of taking and scoring quizzes for CEUs was cumbersome, requiring a third-party management company for hand-scoring and processing. Transcript recovery was tedious, and the expenses associated with third-party management were high. The lack of an efficient, integrated system limited ATRA's ability to innovate and improve its educational offerings.

The ATRA board recognized the need for a more robust and flexible platform to manage their educational content. ATRA chose to implement Path LMS to make their offerings more relevant and accessible to the over 10,000 Certified Therapeutic Recreation Specialists (CTRSs), not just their members.

🚩 Results

Since implementing Path LMS, ATRA has experienced a notable increase in member engagement. The platform has also streamlined the process for submitting and managing CEUs. Path LMS has simplified the submission and verification process for therapists, who must recertify every five years with a minimum of 50 hours of continuing education credits, making it easier for members and others needing CEUs to comply with national standards and requirements.

ATRA offers annual subscriptions to members and non-members, allowing them to earn CEUs. This subscription model provides learners access to a library of learning modules, with new content added regularly. Monetizing their learning content has led to an exponential increase in non-dues revenue, surpassing $500k in 2024. But offering annual subscriptions is just one piece of the puzzle when it comes to ATRA's success. The association harnesses the full potential of Path LMS to create a dynamic learning portal that seamlessly integrates in-person and online professional development, as well as training programs. Path LMS facilitates access to on-demand recordings of sessions, surveys, and immediate certificate distribution for attendance. The ATRA team also leverages Path LMS to coordinate a quarterly book club and newsletter, both of which connect therapists to CEU opportunities, further expanding revenue generation for ATRA.

The ingenuity of the ATRA team and their ability to leverage the flexibility of Path LMS allowed them to create unique learning products that resonate with their audience and help them achieve their professional goals. ATRA's success highlights the immense possibilities that arise when an association combines a cutting-edge learning platform with an innovative, member-focused mindset. By continuing to evolve its educational offerings through Path LMS, ATRA is well-positioned to shape the future of lifelong learning in their industry for years to come.

Propel your mission and vision forward

Learn more

About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at **momentivesoftware.com**.

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