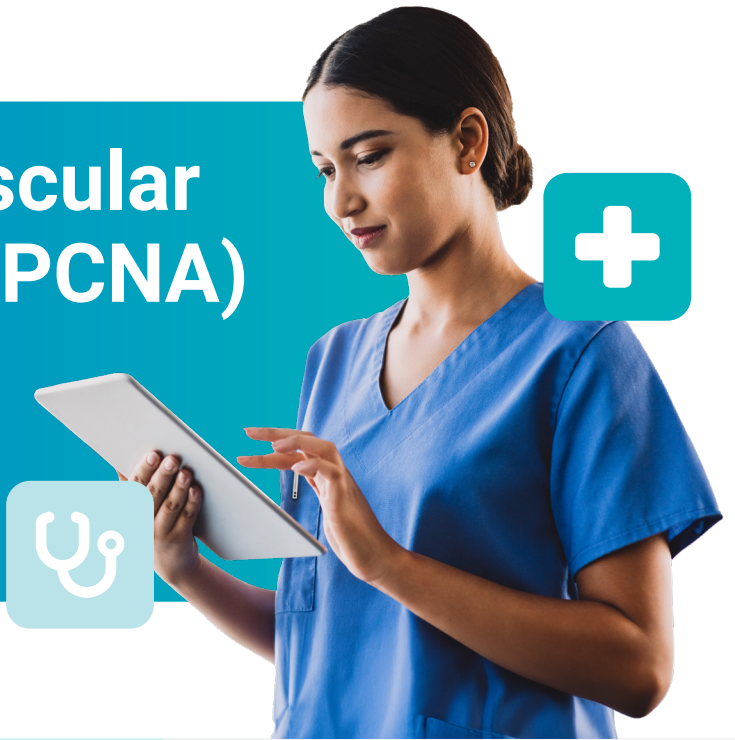


Preventive Cardiovascular Nurses Association (PCNA)

Grow event attendees and boost engagement with Freestone LMS



The Preventive Cardiovascular Nurses Association (PCNA) is based in Madison, Wisconsin, featuring 37 chapters located across the country. PCNA provides continuing education, professional development, and clinical resources to 11,000 nurses and healthcare providers in North America and around the world. The association uses Freestone to stream its Annual Cardiovascular Symposium delivering online learning options to meet member needs.

Solutions

- Live webcasts
- Auxiliary Viewer
- Production services

Key Achievements



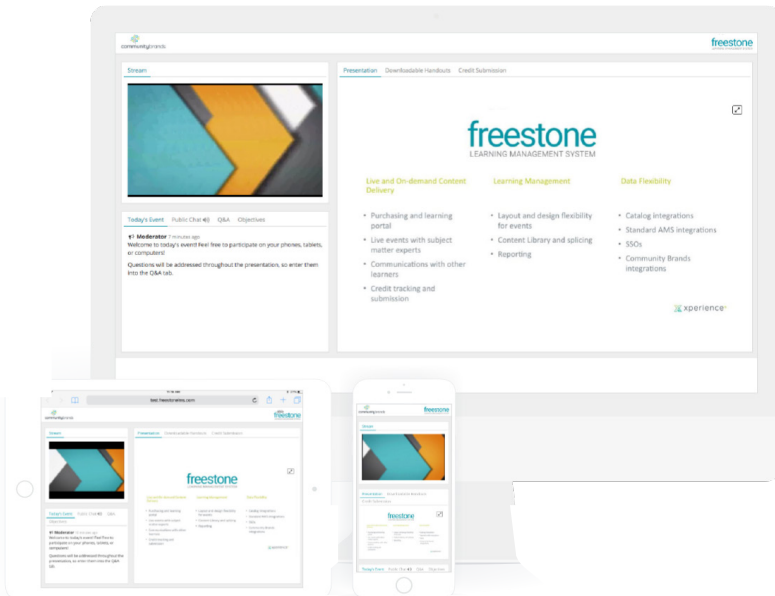
Delivered accessible and flexible learning options



Promoted attendee engagement



Highlighted sponsors and brought in-person elements to a virtual audience



“Freestone is super user-friendly. I’ve personally trained a lot of speakers on Freestone, and it only takes 5-10 minutes to teach. Most of our audience finds the platform simple to use. If they do have issues, Freestone support is readily available.”

Bailey Ackerman, PCNA Grants and Education Coordinator

Challenges

In 2014, PCNA started looking for ways to expand the reach of their largest annual event, the Annual Cardiovascular Symposium. While members made it a priority to attend the event, many experienced time and cost restrictions when traveling to the live symposium. To ensure the Annual Cardiovascular Symposium was more accessible and to reach more members, PCNA needed a software solution that delivered a seamless virtual experience.

Process

PCNA decided to embrace the hybrid learning experience to maximize member value and share its Annual Cardiovascular Symposium with more healthcare professionals around the world. To enhance hybrid learning, PCNA chose Freestone LMS to record and broadcast its symposium. With interactive tools like chat, live polling, and Q&A, PCNA drove engagement with both virtual and in-person attendees.

Freestone also made it easy to incorporate customized elements to ensure the Annual Cardiovascular Symposium stood out from other events. PCNA staff can highlight sponsors within the viewing experience allowing them to deliver greater value to sponsors while generating revenue for their organization.

Results

Freestone's support of PCNA's hybrid event has helped them to engage with more members. In the last two years the annual event has experienced 51% attendee growth with 275 in-person attendees and 100 virtual attendees in 2023. The event has also seen an extremely high attendee satisfaction rating with 99% of virtual attendees reporting satisfaction and saying they would recommend the event to others.

Freestone makes it easy to meet and exceed virtual and in-person member needs. With Freestone, PCNA can offer more options for learners and accommodate attendees with busy schedules to reach more healthcare professionals. PCNA staff can leverage the Auxiliary Viewer to boost engagement with live polling, Q&A, and chat options, and ensure both virtual and in-person attendees have an excellent event experience. During the 2023 annual event, PCNA staff tracked over 180 live chat and Q&A interactions.

56%

Annual Cardiovascular Symposium attendee growth since 2021

99%

Virtual attendee satisfaction score and likelihood to recommend the symposium

180+

Chat and Q&A interactions throughout the 2023 annual symposium

About The Preventive Cardiovascular Nurses Association (PCNA)

The Preventive Cardiovascular Nurses Association (PCNA) is a professional organization for nurses and other healthcare providers. PCNA promotes nurses as leaders in cardiovascular disease prevention and management. Based in Madison, Wisconsin, PCNA has 37 chapters across the country and international members. PCNA strives to provide continuing education, professional development, learning resources, and more, to a network of over 11,000 nurses and healthcare providers.

"I think the reason we see virtual attendee growth for our symposium and other virtual events is because people like the Freestone platform and find it easy to use. They want to keep coming back, and we love that"

Bailey Ackerman
PCNA Grants and Education
Coordinator

For more information on how Freestone LMS can help you grow event attendees and boost engagement, connect with our team today.

[Connect now](#)



freestone®

freestonelms.com