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## Guidance Provides Learner's Digest International with New eCommerce Solution

*The Largest Electronic Delivery Channel for Continuing Medical Education Receives eCommerce Services*

**MARINA DEL REY, Calif. – October 13, 2010 –** Guidance ([www.guidance.com](http://www.guidance.com)), which helps online retailers achieve market domination by building captivating and engaging online experiences, announced today the partnership with Learner's Digest International (LDI) to launch their new website, [www.CMEoncall.com](http://www.CMEoncall.com). Parent company to Audio-Digest & Marathon Multimedia, LDI is a Continuing Medical Education (CME) content provider specializing in electronic delivery of audio and video content on the Internet.



CMEoncall.com

As the Internet's most comprehensive collection of fully-accredited and officially-sanctioned audio and video CME, LDI came to Guidance with a highly complex project. Guidance provided LDI with Information Architecture, Visual Design, Technical Design, .NET Development, and Database Architecture services. In addition, Guidance provided post-launch merchandising IT involvement, SEO strategies, and site management tasks. The site was built with a Mediachase ECF 5.1 platform, which was extended to deliver both a custom catalog management solution for multiple product attributes for different product types and a custom order management solution to handle different order flows for subscriptions, for downloadables and for shippable products.

The site features real time and offline integrations with Think Subscription, a 3<sup>rd</sup> part system for subscriptions management, with Audio-Digest for real time users and orders synchronization, and also for CME Credit Authorization tests results. It also integrates with CyberSource for payment processing and with TaxDataSystems for tax calculation.

"Having an efficient, user-friendly eCommerce website is instrumental to the success of a company who relies solely on electronic delivery of their product," said Jason Meugniot, Guidance CEO & Owner. "We are thrilled to have helped LDI play a part in making essential Continuing Medical Education content accessible to healthcare professionals worldwide."



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For over 18 years, Guidance has designed and built hundreds of successful Web sites for companies in a variety of industries including entertainment, retail, and consumer products. Clients include Foot Locker, Z Gallerie, Drum Channel, and Pollstar. To learn more about Guidance's work, visit [www.guidance.com](http://www.guidance.com).

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## **About Guidance**

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. To date, Guidance's systems have facilitated over \$3 billion in online sales. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, The Coffee Bean & Tea Leaf, ONEHOPE Wine, Relax the Back, Quark, and many others. Partners include: Microsoft, Magento, Mediachase, ATG, and Telligent. Guidance is based in Marina del Rey, Calif.

## **About CMEoncall.com**

[CMEoncall.com](http://CMEoncall.com) is an exciting new electronic delivery channel for Learner's Digest International, offering the best in continuing medical education content from trusted brands Audio Digest and Marathon Multimedia. Launched in October 2010, CMEoncall.com offers medical professionals a convenient, single source to find the greatest array of audio and video Continuing Medical Education on the Internet. For more information, visit [www.CMEoncall.com](http://www.CMEoncall.com).

## **About Learner's Digest International (LDI)**

Learner's Digest Online (LDI) is dedicated to making cutting-edge clinical information accessible to medical societies and associations, pharmaceutical companies, journal publishers, and healthcare professionals worldwide. LDI is a holding company for two businesses: Audio-Digest Foundation, a leading provider of continuing medical education for over 50 years; Marathon Multimedia, a leading provider to medical societies of content management for the past 15 years. The company is exclusively devoted to maximizing the value of science and education derived from medical meetings and courses on behalf of clients disseminating valuable content via the web, DVD/CD-ROM, and in print. For more information of LDI and its holding companies, visit [www.learnersdigest.com](http://www.learnersdigest.com).

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