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First Tech Park U Member Rolls Out Product

BATON ROUGE – Tech Park U members Ray and Katherine Castle have rolled out a new hosted learning portal for their company—myCEUsource, LLC--which will allow them to ramp up their business by providing new services to their clients at a lower cost than their competitors.

myCEUsource now provides its clients with an external hosted solution which combines continuing education courses, workforce training and development, document/track compliance training, and track professional credentials all in one system.

“Our newest product gives our clients the power to create their own online education portal. The portal allows the client to customize the site with their company’s look and feel and gives them powerful tools to keep track and communicate better with those actually using the service. The major advantages of our hosted learning portal lies in its ability to be flexible to each client’s needs, as well as a low flat-rate hosting fee with unlimited number of concurrent users for the client. Our solution provides organizations of any size, whether it be a company with 15 employees or one with 1500 employees, a high quality learning portal system that is easy to use, both for the administrator and the end-user,” Ray Castle said.

Many professions such as the medical and legal community require accredited professionals to routinely keep in touch with the profession by studying new techniques, procedures and/or regulations. The myCEUsource.com site allows professionals who need continuing education credits to receive these online at any time. The system also tracks each user's professional credentials (state, national, etc.), and is integrated with a flexible robust reporting system

Castle has spoken to several local law firms, medical offices, other industries, as well as a number of professional organizations, and is excited about the response they are receiving.

“Being in Tech Park U has allowed us to hone the marketing and fiscal aspects of our company, and also has been extremely helpful to listen to the speakers and talk with the other participants about the daily struggles of developing and running a company. With our business centered on providing on-demand and live web cast educational content, access to the NTG datacenter has also given us a boost in providing a high level of service and security to our clients. Their relationship with the Tech Park has eased many of our struggles,” Castle said.

Traditional learning managements systems (LMS) are complex to implement, require significant upfront and long-term financial support, and require extensive IT support and training prior to implementation; Castle’s product has eliminated these issues.

“We have created an easy to use portal system that provides the client’s site administrator with built-in portal tools similar to the Microsoft Word editing that can create customized web pages and course completion certificates. Additionally, our portal solution is designed to help our clients maximize their existing training content to fit their needs, rather than the client having to make a major change in training processes or adopt an expensive learning product to meet its objectives, regulatory requirements, or other mandates,” Castle said.

The website, www.myCEUsource.com, offers continuing medical education courses (CME), and is currently in the process of expanding its online course catalog for other professions and industries that are accessed by completing a simple registration process on the website.

“Our courses are available for viewing and completion prior to making any payments. We allow our customers to view our courses first, complete the course post-test, then pay in a secure online environment to receive their course completion certificate that is customized to each credential that the user possesses and that meets the credential requirements at the time of taking the course. We want our customers of our video-based continuing education courses to make a stress-free decision to evaluate their educational needs with the content of each course we offer, which we feel provides the true value of our continuing education courses,” Castle said.

“Online continuing education courses are no different than off-the-shelf store products or attending a conference, in that we all want to know what we are buying. We come at this from a different perspective than some of our competitors, as we also have been consumers of numerous educational courses; Katherine in her experiences in corporate sales and training with a major telecommunications company, and myself as a licensed healthcare provider attending numerous medical continuing education conferences for over 16 years,” Castle said.

“We also recognize the need that organizations and companies have to create, deliver, and track engaging training for its employees and/or customers. To meet this need, our rapid-deployable learning portal offers clients a 100% hosted solution that is specifically designed to utilize the client's existing educational content.”

myCEUsource also provides a wide array of broadcast production services, including live web casting, presentation capturing at workshops/symposia, and duplication of existing media into engaging internet on-demand format.

Tech Park U-- created by the Louisiana Technology Park in association with the Baton Rouge Business Report--is a nine-month business boot camp for entrepreneurs looking to take their idea or emerging business to the next level of implementation.

The Louisiana Technology Park is an incubator for technology-oriented companies providing highly-subsidized services, including high-speed Internet access and business coaching that enables emerging companies to grow.

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