

Learn how the college of american pathologists leveraged GoTo Webinar to power a global virtual lecture series to move medicine forward.

Success Story:

The College of American Pathologists

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Teresa S. Burgin, MBA

Senior Marketing Program Manager, College of American Pathologists

The College of American Pathologists (CAP), the leading organization of board-certified pathologists, serves patients, pathologists, and the public by fostering and advocating excellence in the practice of pathology and laboratory medicine worldwide. For 70 years, the CAP has fostered excellence in laboratories and advanced the practice of pathology and laboratory science.



Challenge

When the COVID-19 outbreak struck, CAP members who were residents in training were suddenly asked to work from home. This shift impeded their ability to take advantage of the regular training they received through lectures and work with faculty. In addition, the pandemic forced some doctors to be redeployed to other areas of the hospitals, while others were furloughed, preventing faculty from being able to work with their residents. Dr. Christina Arnold, Associate Professor at the University of Colorado Denver and Curriculum Committee Member at CAP, recalls the impact this had on resident members: “The world turned upside down in a couple of days for our residents. This meant the way they trained in order to do their work wound down to zero for most.”

With few avenues to turn to for continuing their learning and growth amidst this pandemic, resident members knew they had to take matters into their own hands.



Solution

Resident members realized they could leverage the knowledge and talent of the other CAP members to fill this need for training. They

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Marion Bakamitsou
Project Manager,
The Institute of
Government at University
of Central Florida



began calling in help to pull together virtual lectures where members could participate and learn from one another, but access was limited to small groups. CAP's Senior Marketing Programs Manager, Teresa Burgin – who's responsible for understanding member needs and aligning programs with them – stepped in to suggest formalizing a virtual lecture series so that more trainees could participate. A committee was quickly formed, including Burgin, Drs. Christina Arnold, Michael Arnold, Adam, Booth, and Kamran Mirza, to bring this idea to life. Within a day of reaching out to faculty, the committee had 40 lectures volunteered – nearly double the amount they needed. And as interest began to skyrocket, Burgin knew they needed a platform that was scalable enough to support them.

The committee turned to GoTo Webinar to power the virtual lecture series. As registrations quickly grew from 1,800 on the first call, to 5,400 a month later, and now over 8,000, CAP could rest easily knowing the solution could scale to accommodate large attendee numbers.

Attendees can use the solution anywhere in the world without issue, a critical feature for this global webinar series. In addition, as attendees have started to utilize the series as a social opportunity to connect with others and share experiences, the chat feature has played a pivotal role in enabling this need. “They really connected, and we realized that was the magic, that we were able to use the capabilities of the GoTo Webinar platform so people could chat. That's become a big component,” said Burgin.



Results

Overall, the committee and attendees have seen tremendous success with the GoTo Webinar platform. The ease of use, consistency and accessibility have all been key for quickly producing this value-driving event for pathologists all over the world. Attendees have had such a positive experience that many have taken to Twitter to share their thoughts on the series, resulting in nearly 70 million impressions and counting.

When asked about her experience with GoTo Webinar, Burgin said, “Here's an analogy that came to mind. My twins are hockey referees. When they started, one of their mentors said that good referees are at the center of the action without being the center of attention. I think GoTo Webinar was exactly that. It was at the center of what we were doing, but it was easy so that it just fell to the back of our brains so that we could focus on the content and the experience without worrying about the technology.”

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