New York Presbyterian is one of the nation’s most comprehensive, integrated academic health care delivery systems. Employing over 11,000 nurses across seven campuses and four regional centers, the Nursing Professional Development – Continuing Education department provides professional development courses throughout the healthcare system.

As Program Director for Continuing Education, Laarni Florencio fosters quality learning experiences for various nurse specialties across the network. Upon joining the organization, she sought strategic growth using the integrated technology suite already available in their Cvent account.

In 2017, Laarni observed limited usage of New York Presbyterian’s existing product suite. “At that time, they had Cvent but it was underutilized,” she says. “Cvent was strictly used for registration purposes at that point.” Course management processes were outdated, creating considerable roadblocks for administrators and learners. Printed paper receipts, course evaluations, and certificates were mailed through the post office, while pre-printed course materials were often thrown away. A chaotic registration system prompted Laarni to search for a streamlined solution to such manual processes.
Laarni’s Cvent account team provided valuable insights into the technology already available in their existing agreement. With guided training through Cvent Academy, Laarni’s team designed an effective registration site that captured key attendee data points and automated online payment structures. She created electronic meeting request forms, certificates, and surveys to benchmark important data points for leadership. “With the optimal use of Cvent, we were able to effectively meet the stringent guidelines as continuing education providers as well,” she notes.

Building a Strategic Plan for Success

With Cvent, Laarni implemented meeting request forms, course notifications and reminders, online payment processing, automated check-in, course certificate distribution, and reporting structures to meet their guidelines for continuing education. The results were immediate. “Once I understood the programs that Cvent offers and that were already part of our account, we were able to actually streamline the course process from requisition to course develop to registration,” Laarni says.

Her team became early adopters of Cvent’s New Standard Registration (Flex) tool. They created modern registration sites with integrated functionalities using the drag-and-drop site designer. Automated payment processing and course evaluation eliminated wasteful printing costs, as well as hundreds of manual labor hours spent printing and shipping. Laarni also incorporated OnArrival into the broader event portfolio. Speedy check-in meant on-time program execution, creating a seamless attendee experience. “Attendees came back to me saying the event was seamless, there was no line, and it was the quickest registration they’ve ever had,” she adds.

“It is remarkable how we’ve gained the trust and support of our attendees and course planning committee members, who are convinced that Cvent is the way to go.”
—Laarni Florencio, Program Director
Ensuring Satisfaction for All Stakeholders

To create actionable insights and improve the learning experience, Laarni leveraged Cvent’s Inquisium survey tool. She could now gather key data points to optimize program offerings. “We were able to extract reports from Cvent. We were able to track feedback afterwards and provide the continuing education,” she explains. Internal administrators appreciated the improved payment processing, course cancellation, refund processing, and accurate revenue reporting. Ease of registration resonated with attendees, increasing attendance by more than 30%.

As a result, revenue grew from $77,000 to over $130,000 in just one year. “Before I came, we had no record as to collectively how many people attended our courses,” Laarni notes. “Now, we have a more concrete way of actually tracking these data points so we can make them our benchmarks and reasons for return on investment.”

Doubling the department’s efficiencies saved both time and resources, allowing Laarni’s team to expand course offerings by an impressive 25%. Not only did attendee satisfaction increase, but the overall quality of the learning experience improved for both attendees and course administrators. “Our course feedback reveals better and improved learning experiences for our learners with ease in registration and remarkable customer satisfaction,” she notes.

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—Laarni Florencio, Program Director
Laarni aims to use event technology to further grow the event program at both the national and international level. “We’ve maximized the functional use of Cvent for our organization to actually see the turnaround of increasing your attendance, increasing your revenue, and the positive feedback for the great learning experience that they’re getting,” she says. She looks forward to a continued partnership with Cvent in supporting program growth. “We wanted to make sure that the growth is sustained, it’s maintained, and it’s fully supported. And Cvent understood that,” she adds.

To meet stakeholder expectations across various departments, Laarni knew she needed to quantify the success of her efforts. Data-backed reporting helps drive the value of the learning experience for the attendees. “It is remarkable how we’ve gained the trust and support of our attendees and course planning committee members, who are now convinced that Cvent is the way to go,” she adds. “We’re able to pull those records and say to our main stakeholders this is the amount of effort, money, and time we’ve invested in these programs. Here’s the return, and it’s concrete, visible, measurable, and tangible.”

Curating a Renowned Reputation of Excellence