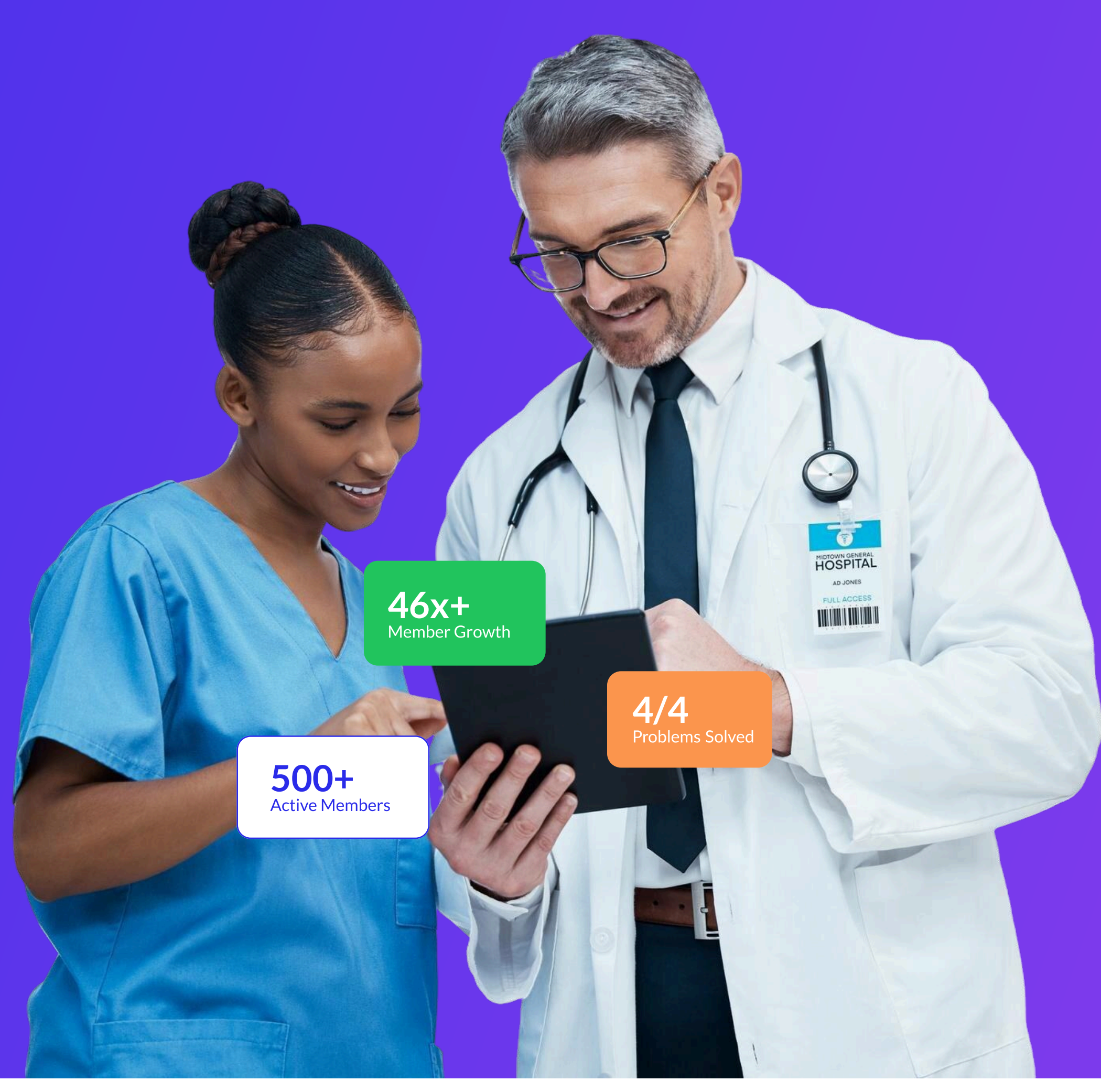


From Content to Clinical Impact: How a Rehab Medicine Association Reached the Clinicians Who Needed It Most

A leading Rehab Medicine Association had spent years building clinically rigorous learning materials for rehabilitation professionals. The problem was never the content it was getting it to the right people. Discover how KITABOO helped them reach clinicians across institutions, make multimedia come alive, and turn a fragmented distribution model into a professional member experience.



46x+
Member Growth

500+
Active Members

4/4
Problems Solved

C A D F G
Trusted by 500+ publishers

Critical Barriers

The Challenge

The association had spent years building a rigorous library of rehab medicine materials fixed-layout eBooks enriched with images, audio, video, and clinical references that members relied on for professional development. The content was clinically excellent. The problem was that the members who paid for access couldn't reliably get to it and the association had no way to serve the institutional members and hospital departments that made up a growing share of their community.

Members Were Paying for Content They Couldn't Reach

The association's high-quality clinical eBooks failed to reach members due to a broken, unscalable distribution system. This poor delivery broke a core membership promise, leaving clinicians frustrated and empty-handed.

• **Impact:** Members were paying dues for access to materials they had effectively stopped trying to reach

No Way to Serve Institutional Members

The association lacked the infrastructure to support its growing institutional memberships, lacking features like multi-user access or cohort provisioning. Consequently, group inquiries were routinely turned away, failing to fulfill what those memberships promised.

• **Impact:** Institutional membership demand existed but the association couldn't deliver on what it promised

The Multimedia That Made the Materials Distinctive Wasn't Working

Because rehab medicine requires visual and auditory learning, multimedia elements like patient videos and audio walkthroughs were vital to the association's educational content. However, the faulty delivery system failed to render these files, rendering the materials useless and undermining the value of the membership.

• **Impact:** The most distinctive parts of the member materials were the least reliably accessible

The Experience Didn't Look Like It Belonged to the Association

A medical association's member experience serves as a direct signal of its professional credibility. Instead of a polished, branded environment, members found a generic platform that damaged trust and fell short of modern expectations.

• **Impact:** Every content interaction quietly signaled that the member portal was an afterthought

Critical Decision Point

The Turning Point

The association recognised that producing excellent clinical content was only half of their obligation to members. The other half was delivery making sure members could actually reach the materials their membership entitled them to, supporting institutional members who needed to provision access for entire departments, ensuring the multimedia elements that made the materials distinctive actually worked, and doing all of this under their own professional brand. After evaluating available options, KITABOO was selected.

4 Months
Challenges Addressed

5+
Multimedia Content Types

1
Branded Member Portal

Institutional Member Access

A way to serve hospital departments, rehab programmes, and university courses as group members provisioning access for entire cohorts, not just individuals

Multimedia That Works

Reliable delivery of images, audio, video, and web links embedded in fixed-layout clinical materials the content that makes the member resources worth having

Association-Branded Portal

A member-facing platform that carries the association's own identity so clinicians experience their materials as part of a professional home, not a generic file link

Strategic Solution

The KITABOO Solution

KITABOO deployed a tailored member content platform that addressed each of the association's four barriers transforming static, hard-to-reach member materials into a white-labeled, multimedia-capable, institutionally accessible digital home for rehab medicine professionals.

Members Couldn't Reach Their Materials
Content sent as file links with no member portal members who joined for the resources were giving up before they ever got to them

No Institutional Member Access
No multi-user model hospital departments and university programmes joining as group members couldn't be served

Broken Multimedia in Member Materials
Images, audio, video, and web links weren't reliably rendering the most distinctive parts of the member resources were the least accessible

No Association Identity at Point of Access
Generic unbranded experience members had no sense they were accessing their professional association's resources

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Structured Member Portal
Member materials hosted in a managed portal members access their resources through a structured digital home, not ad hoc file links that go nowhere

Institutional Access Enablement
Multi-user and group membership provisioning built into the platform the association fulfills its obligation to institutional members without manual workarounds

Full Multimedia Support
Native support for images, audio, video, and interactive web links in fixed-layout eBooks members experience the materials as designed, not a degraded version

White-Label Association Portal
The portal and reading environment carry the association's own visual identity every member interaction reinforces the credibility and value of their membership

All Challenges Resolved

Measurable Results

The association didn't just grow its member base it fundamentally changed what membership meant. Clinical learning materials became genuinely accessible. Multimedia content worked as designed. Institutional members could finally be served. And for the first time, the association's professional identity was present at every content interaction.

Digital Growth Trajectory

50+

Starting users

→

46x+

500+

Active members

46x+ active member growth

Operational Efficiency

Institutional Members **80%**

Finally Served - Hospital rehabilitation departments, oncology programmes, and university training courses can now access member materials as a cohort. The institutional membership channel the association always had but never been able to fulfil is now fully operational.

All Multimedia **5x Faster**

Works as Designed - Images load. Audio plays. Video runs inline. Web links open. The clinical member materials work the way they were built to members engaging with the content experience it at full fidelity, not a broken file-send version.

Association Identity **+93%**

Restored at Every Touchpoint - Members access their materials through a portal that looks and feels like their professional association's own home. Every interaction reinforces what the membership is a credible, professional community for rehab medicine clinicians.

“ We had built clinical learning materials we were genuinely proud of. The problem was never the content it was getting it into the hands of the members who joined specifically for it. KITABOO gave us the platform to finally deliver on that promise: members can access their materials directly, institutional members can provision access for their departments, and everything is presented under our own brand. For the first time, the member experience matches the quality of the content. ”

Director of Member Education & Digital Resources
Leading Rehab Medicine Association

Trusted by Leading Associations Worldwide



Ready To Transform Your Member Publications?

[Book Your Demo](#)

Ready to achieve similar results?

KITABOO helped the Association boost member engagement, speed up content delivery and grow non-dues revenue. See how our platform can elevate your digital publications,

KITABOO
The Digital Textbook Platform

Welcome to the best-in-class digital publishing and learning platform. We deliver amazing eBook experiences to all publishers, associations and enterprises. We create, enhance and deliver interactive digital textbooks to Educators and learners, securely and at scale.

1.5M+ eBooks Delivered

35M+ Daily API Calls

6M+ Monthly Active Users

25+ Countries

WCAG 2.2 AA compliant

GDPR Ready