



Leveraging Your Content to Develop Professional Education Products

As a scholarly association or society, you are well-positioned to support educational initiatives for professional development and academic use with trusted, discipline-specific, high-quality content.

Your valuable book, journal, and meeting content can be leveraged to create revenue-generating Professional Education products for CME, professional development, and licensing opportunities within your specialty. Maverick can help organizations take advantage of this opportunity by providing a simple, practical process to repurpose your valuable content into a new offering.

From getting started by identifying resources and technology to targeting the market, Maverick provides a step-by-step approach to full lifecycle support, including:

- Internal/external stakeholder engagement
- Defining objectives, business case, and ROI
- Conducting audits of existing content, resources, technology, and integrations to support new applications
- Curation and selection of audience-appropriate content
- Using AI for content curation and updating
- Optimizing systems integration and workflows
- Overcoming obstacles, such as access control and single sign-on
- RFP and LMS support
- Program implementation
- Market research and go-to-market plans

Deliver added value to your membership while developing new revenue streams with Maverick's professional education program.

For further information, contact:

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