

Northeast Ohio Medical University increases College of Pharmacy verified applications by 42%



How Liaison's Enrollment Marketing Platform (EMP™) helped NEOMED improve consistency in enrollment management



➔ NEOMED'S CHALLENGE

Increasing Verified Applications and Top-of-Funnel Growth for their College of Pharmacy

When James Barrett came on board as Director of Admissions at Northeast Ohio Medical (NEOMED) University, the College of Pharmacy needed to grow its number of verified applications. "Coming to a professional clinical school environment from the undergraduate and comprehensive admissions world, I knew the importance of top-of-funnel strategy. Starting off here, the top of our funnel looked like a cylinder. I knew we needed some sort of inquiry management as

well as a prospecting CRM [Customer Relationship Management] solution to open up opportunities and create a successful admissions model at NEOMED." The CRM in place at the time had limited outbound email capabilities and an out-of-date user interface. Barrett said, "NEOMED doesn't only compete in this sphere with other colleges of pharmacy — we compete with Instagram and Amazon. Our user experience has to be seamless and intuitive."

"The curve from delivery to seeing a return on our investment has been among the shortest that I've seen. EMP's versatility is fantastic relative to other CRMs I've used."

- James Barrett, Director, Admissions, Northeast Ohio Medical University

📁 RESULTS

With EMP, NEOMED has:

- **GROWN VERIFIED APPLICATIONS BY 42%**
- **INCREASED DEPOSITS BY 39%**
- **MORE EFFECTIVELY MANAGED ENROLLMENT** in a competitive market



LIAISON'S SOLUTION

A Robust, Flexible Marketing Platform+CRM Designed for Higher Ed

Barrett learned about EMP through the American Association of Colleges of Pharmacy (AACCP). He said he was pleasantly surprised by how easy it was to get the platform up and running. "With a few basic lessons in navigation, you can start creating content and begin to understand how to build data fields that are flexible and rational — there aren't 67 data tables you have to link together. There's no need to get IT involved!"

He continued: "EMP is our one-stop shop prior to students entering the application phase. We also use the event manager to have students set up their visit experience and schedule their interviews. We've been using the ecommerce feature to have them deposit. Basically, we've gotten a ton of mileage out of EMP." Through EMP, NEOMED is able to foster relationships, track communications and provide a personalized online portal for each prospective student.

NEOMED'S OUTCOME

Barrett's primary goal was to manage enrollment more effectively. "NEOMED has been susceptible to feast or famine," he said. Increasing the number of applicants overall allowed the school to be more selective while producing a better yield. "This was the rising tide that lifted all boats — it gave us a more predictable interview pool, which in turn gave us a more predictable admissions committee decision set. We've become less reliant on a fairly unpredictable market," said Barrett.

"A robust CRM also allowed us to expand to a more nationwide presence," Barrett said. "We've been able to segment opportunities for students using EMP as a portal. This tool is not only a CRM, but it also provides a robust landing page experience that can be dynamic as prospective students change their areas of interest. We're able to leverage that quite a bit." With EMP, NEOMED can track integrated communications across channels and has therefore been able to more consistently meet its enrollment goals.



About Northeast Ohio Medical University

Northeast Ohio Medical University (NEOMED) enrolls more than 900 students across its three colleges. Established in 1973, the University offers 12 degree and certificate programs and works with over 100 hospital, clinical and pharmacy partners to provide hands-on learning opportunities.

**Looking for a way to
increase applications?
Learn more about how
EMP can make a difference
at liaisonedu.com**

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