BELL-BROWN
Medical Institute

HOW A MULTI-SITE MEDICAL INSTITUTE GREW WITH ORBUND

Bell-Brown Medical Institute prepares students for careers and advancement in medical professions with a hands-on clinical approach. Founded in 2016, the institute's two campuses serve students in St. Louis, MO.

THE BELL-BROWN STORY

Co-founded by two veteran practitioners, Bell-Brown Medical Institute began in 2016 as a single 2,500 square foot campus. Within two years, Jacqueline Brooks, CEO, and Jessica Saylor, CAO, would open a second campus.
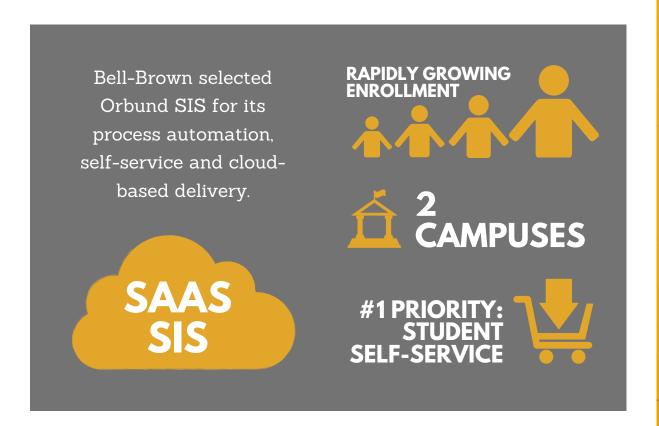
Today, both campuses operate on Orbund student information system (SIS), chosen for its self-service student portals and built-in administrative process automation.

GOALS FOR GROWTH

As the Institute opened, the needs were clear. The organization sought a system having a combination of CRM, administrative and academic process automation.

Student demographics also called for mobile-friendly access. Because many are working adults and parents, 24/7 online self-service and automated communications would be key to engaging and retaining busy students.

The Institute's core values center on efficiency and service in the medical professions. These values, felt the founders, should be reflected in how the institute operates. The role of the new SIS would include orchestration of critical academic standing and financial matters—and it ought to embody the organization's values in their delivery.

Bell-Brown selected Orbund SIS for its process automation, self-service and cloud-based delivery.

SAAS SIS

RAPIDLY GROWING ENROLLMENT

2 CAMPUSES

#1 PRIORITY: STUDENT SELF-SERVICE

Prior to implementing Orbund, the Institute had many paper-based manual processes until the right SIS could be found. Those days of provisional make-do heightened the push to serve applicants and new students quickly but efficiently.

"About 70 percent of our students receive some form of state-paid assistance," said Jessica Saylor, Chief Academic Officer. "We needed a system with the functionality to help ensure those processes were handled correctly."

Orbund manages the application process by seamless integration with Bell-Brown's website. Visitors can enter forms online—including financial information and aid—to make applying hassle-free.

Orbund's CRM-like features track and automate applications. Each student is created as contact, much like any CRM. The institute's preferred workflow is then configured in Orbund to manage an applicant progress.

When the applicant's status changes from a contact to a student, Orbund automates enrollment and course registration, so things don't fall between the cracks.

"Navigating the screens is simple for staff and students," Saylor reports, "and it has been easy from a registration and integration standpoint."

Saylor also cites Orbund's SMS and email system as key to student, instructor and per-campus communication.

"Every week, we find something Orbund can do to streamline a process," Saylor said. "We buy students their scrubs. We have all those steps handled now by Orbund. It's a great system."

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Orbund

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Postsecondary schools, academies and online education seek student information systems on the cloud. Founded in 2003, Orbund serves 300+ schools and institutions with its Software-as-a-Service (SaaS) SIS platform. Fully featured, Orbund's SIS includes an integrated CRM and Learning Management System (LMS).

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