

Case Study: El Centro Family

Alison Huff

El Centro Family Health Joins Latitude Family

SALINE, Mich., — Latitude CG, the consulting group behind LatitudeLearning announces El Centro Family Health as a new client.

Based in northern New Mexico, El Centro Family Health is a non-profit and Federally Qualified Health Care Center (FQHC) that provides a variety of medical, behavioral health and dental services to underprivileged communities across a service area that spans more than 22,000 square miles. The organization was incorporated in 1972 and currently operates 27 clinics located throughout seven counties. El Centro Family Health offers a school-based clinic in each of its regions, providing immunizations, injury treatment, routine check-ups, and health care services to students.

Latitude Offers Effective Learning Platform to Non-Profit Budget Constraints

When El Centro Family Health CEO Jerome Williams began searching for an LMS to manage staff training across the organization's vast network of clinics, he sought a platform that would provide him with only the tools he needed to get the job done. With a range of tools to choose from and a user-friendly interface that is easy to build, LatitudeLearning stood out from the rest.

"It seemed like a good fit from my initial call," Williams said. El Centro Family Health requires a system that can track when employees take part in training and when that training is completed, while also providing useful reports that make it easy to monitor 263 people working across a large region.

"It seemed like it was very easy to set up and easy for our users to access, as well," Williams added. "One of our auditors said that we needed something that was much more than what we had, as far as training staff goes, and this does it."

Regina Beckham worked with Williams during the onboarding process, giving him access to work within the sandbox version of LatitudeLearning and ample time to make decisions about the system before its Jan. 1, 2019 launch.

“Regina really did assess what our needs were. We picked the right partner,” Williams said, adding that he was grateful for Latitude’s willingness to work within their budget.

Jeff Walter, CEO of Latitude CG, is honored to add El Centro Family Health to its growing family. “Providing people with the tools they need and helping them to make a smooth transition as they navigate a new learning management system is what we strive to achieve with every client,” he said. “We are humbled to know that we are helping El Centro Family Health in its efforts to keep doing the important work it does for the underprivileged communities in New Mexico.”

About El Centro Family Health

El Centro Family Health is a 501(c)(3) non-profit organization and Federally Qualified Health Care Center based in Española, New Mexico. Offering services at 27 clinics located throughout seven counties in New Mexico, El Centro Family Health attends to the medical, behavioral health, and dental needs of its patients, regardless of income or ability to pay.

About Latitude CG

Latitude CG provides LatitudeLearning, the learning platform designed to train the people that Sell, Service and Use your products. Latitude's learning platform helps increase sales, decrease warranty cost and increase customer retention.