

Absorbie 2025 **winner**

Absorbies
awards **25**



absorb

&

juv'ae

Customer story



Industry

Medical aesthetics

Use case

Employee onboarding, Employee upskilling, Compliance training, Selling your courses

Solution

[Absorb LMS](#), [Absorb Create](#)

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Challenge

- Fragmented, manual training platform.
- Limited visibility creates compliance risks.
- Rapid growth outpacing education infrastructure.

Solution

- Absorb LMS to manage onboarding, training, and compliance workflows at scale.
- Absorb Create to transform content into interactive SCORM modules.
- Observation Checklists to track competency and progress for compliance.

Results

- Major improvements in engagement and training activity.
- 100% compliance with national board registration tracking and documentation.
- Significant revenue growth in nursing partner-run clinics.
- Scaled to national training delivery without increased admin headcount.



Summary

Education and compliance are at the core of business for Juv'ae, a national aesthetics network with an ambitious mission to support cosmetic nurses across Australia. But when the company's rapid growth outpaced its manual, decentralized training platform, it turned to **Absorb LMS to efficiently deliver and manage training and professional resources. In less than a year, the Absorb-powered Juv'ae Academy scaled to deliver nationwide professional training, streamline certification and compliance, and improve visibility** — all without increasing administrative overhead.



Nicole Schmid-Sanele

Co-founder & Director of Nursing

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Our quantifiable success across all these metrics shows that the Juv'ae Academy is so much more than a training platform. It's a driver of clinical excellence, business growth, and regulatory compliance across our expanding network.



Australian aesthetic pioneer upskills nurses and streamlines compliance nationwide with Absorb LMS

Founded in 2009 by Melissa Isaia and Nicole Schmid-Sanele, [Juv'ae](#) began as a small cosmetic business with a focus on supporting nurses working in aesthetics and helping them to thrive. From those humble origins, it has expanded to collaborate with more than 300 clinics and over 450 nurses across Australia.

Education and professional development remain central to the company's work. To date, over 500 nurses have completed training programs through Juv'ae, designed to provide both clinical and business education.

The organisation aims to create a supportive environment where nurses can access mentorship, ongoing learning, and professional collaboration. And this relentless focus reflects its commitment to contributing to high standards of practice within the Australian aesthetics sector.

Diagnosing **infrastructural** growing pains

With a rapidly growing network of supported nurses across Australia relying on Juv'ae for clinical training and medical oversight, the organization's training systems struggled to keep up with rising demand.

"At the time of launching this initiative, we had 300 nurses, and we were scaling quickly. But our systems weren't keeping up," says Jacinta King, Director of Nursing, Leadership and Strategy at Juv'ae .

The organization's education infrastructure was too hands-on and fragmented to support its evolving scale. This slowed onboarding and increased the risk of regulatory non-compliance.

Training was tracked manually using spreadsheets, and it lacked a rapid way to have access a nurses' scope of practice. Perhaps worse, nurses had no easy, centralized way of booking training or webinars.

Juv'ae had no central location to store and access its standard operating procedures, clinical papers, policies, and medical education resources. Its nurses couldn't reliably record Continuing Professional Development (CPD) points or monitor expired certifications — both legal requirements for nurses to maintain their registration.

With its challenges slowing growth — as well as the efficiency and clinical excellence at the heart of the company's mission — the directors needed to redefine their company's education system. Their ambitious goals: onboard new nurses faster, support upskilling at every level, enhance visibility and uncover training gaps, centralize documentation, and, importantly, offer a clear, scalable pathway as the network grows.

"Our goal was to build a **centralized, intuitive education platform** that would solve all of this and support nurses throughout their career," says Nicole Schmid-Sanele, Co-founder and Director of Nursing. "That's when the Juv'ae Academy was born."

Rejuvenating training with the Juv'ae Academy

In November 2024, the company launched its eponymous training academy, built on Absorb LMS, to centralize and scale clinical education, compliance, and onboarding for its growing network of cosmetic nurses.

“Implementing the Juv'ae Academy through Absorb LMS was a major project that **transformed our education, compliance, and onboarding systems**,” King says.

She explains that a dedicated project team spent two months using Absorb Create to convert the organization's existing static PDF training documents into interactive SCORM files — each enriched with visual content, clinical demonstrations, voice overlays, knowledge checks, and final exams to make learning more effective and engaging.



It was no small feat. The content spanned more than 70 different clinical skills relevant to cosmetic nursing, from foundational techniques through to the most advanced procedures. To validate regulatory and insurance compliance, Juv'ae implemented the **Observation Checklist** function in Absorb, enabling educators to assess nurses in person, confirm competence against standardized criteria, and record results directly into each nurse's training profile.

All this provides Juv'ae with much-needed formal proof of scope-appropriate training and compliance. **Progress tracking and automated nudges** are used to build accountability into the Academy's self-directed learning.

"We knew from the start that building a successful LMS wasn't just about uploading content. It needed to become an ecosystem that was **engaging, clinically relevant, and scalable** across Australia," Schmid-Sanele says.

To further support regulatory requirements, Absorb's **document upload and approval workflows** collect and verify each nurse's documentation: current professional indemnity and public liability insurance, up-to-date AHPRA (Australian Health Practitioner Regulation Agency) registration, and valid first aid certifications.

Safety and risk management are further reinforced through the organization's newly developed Annual Complications Refresher Module, now a mandatory yearly requirement for all clinicians.

To ensure nurses have continuous access to critical content and reference materials, the organization expanded its central resource library to include more than 400 documents, including clinic guidelines, standard operating procedures, treatment protocols, policies, and recorded webinars.



In addition to eLearning, the organization used Absorb to launch monthly instructor-led courses (ILCs) across every Australian state. With minimal administrative input, nurses can now self-enroll through Absorb's **built-in e-commerce function** to book hands-on practical training, complete prerequisite modules, and receive real-time assessment. To support CPD, Juv'ae leveraged Absorb LMS's native **Zoom integration to streamline webinar registration, automate reminders, and provide on-demand access** to recorded sessions stored in the Academy for future reference and documentation.

"This **blended, data-driven approach** has made Juv'ae Academy a cornerstone of professional development, safety, and operational efficiency across the organization," Schmid-Sanele explains. "By combining SCORM-based learning, live training, compliance workflows, and powerful resource management, Absorb LMS has become the backbone of Juv'ae Academy and a key driver of clinical excellence in our network."

Delivering beautiful outcomes through learning

Strong governance, meaningful learning experiences, and smart platform design have made the Juv'ae Academy a core part of the company's growth and quality assurance strategy.

In just the first eight months after the Academy's launch, Juv'ae witnessed significant improvements in engagement, training activity, and critical business outcomes. Thanks to automated bookings, mandatory pre-learning, and centralized coordination, it delivered 527 ILCs with 2860 nurses in attendance.

In addition to achieving a scale never before possible, the company created 353 separate courses that were completed 17,822 times by nurses across its network — highlighting the usability of its new Absorb-powered learning platform and the appetite for ongoing clinical education among its nursing partners.

527

new courses in 8 months

353

additional courses

100%

compliance rate

During that same period, the network grew by over 25%, driven by **faster onboarding and a more structured education pathway**. Access to structured education and national training events has become a major incentive for high-performing nurses to join and stay within the Juv'ae network.

Meanwhile, network revenue climbed notably in that time window, fueled by improved clinical confidence from access to higher-quality training and the resultant increase in treatments and sales at nurse-run clinics. The Juv'ae training team has grown exponentially, too — from 10 to 30 — meeting the expanding demand for nationwide delivery of hands-on education.

By breaking over 70 clinical skills into **structured modules and competency checklists**, Juv'ae delivers consistent education nationwide, minimizing variability and protecting treatment quality. In addition, Absorb's reporting tools help **identify any skill gaps and build targeted training** based on real data to improve clinical capability where it's needed most.

The organization's compliance goals have been met with extraordinary success and confidence: **100% compliance** with AHPRA registration uploads, all tracked immediately, with automated reminders, and manual approval of documentation before granting access to training. This has strengthened the organization's brand reputation, governance, and insurer relationships.

Juv'ae has achieved much in eight short months since launch, **scaling national training delivery without increasing administration staff**. Schmid-Sanele says operational efficiency gains from automated reminders, document approvals, and ILC coordination have **saved hundreds of hours while reducing manual work**.

But it's not only the Juv'ae partner network benefiting from the Academy, King suggests; the education platform increases customer care and comfort.



Better-trained nurses mean safer, more confident clinicians at the point of care. **This directly improves the client experience and helps build clinic loyalty and repeat business.**

This client impact further reinforces the Academy's role as both a clinical and commercial powerhouse.

“Our quantifiable success across all these metrics shows that the Juv’ae Academy is so much more than a training platform,” Schmid-Sanele reflects. “It’s a **driver of clinical excellence, business growth, and regulatory compliance across our expanding network.**”

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