

Absorbie 2025 **finalist**

Absorbies
awards **25**



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&



Customer story



Industry

Clinical research

Use case

Employee onboarding, compliance training, customer education, partner enablement, employee upskilling

Solution

[Absorb LMS](#), [Absorb Engage](#),
[Absorb Analyze](#)

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Challenge

- Need to efficiently migrate from legacy LMS.
- Regulatory demands from global expansion.
- Scale to support thousands of learners (internal/external).

Solution

- Absorb LMS as training platform foundation.
- Close partnership with Absorb for platform and legal guidance.
- Absorb Analyze and Absorb Engage for reporting and engagement.

Results

- 97% training compliance rate.
- Lean team supports growth from 300 to 2,800 learners.
- Improved onboarding speed, reporting, and audit readiness.

Summary

When contract research organization Rho expanded globally, it needed to scale its training platform to support nearly ten times the number of learners and add external users without compromising data privacy. It turned to Absorb to help develop a training system that supported its diverse learner group across over two dozen countries, ensured it met GDPR and country-specific regulations, improved engagement, and accelerated onboarding.



Dr. Greg Garner

Associate Director, Organizational Development

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Absorb supports clinical research organization Rho in global expansion and compliance

With over 40 years of experience, [Rho](#), headquartered in Research Triangle Park, North Carolina, has earned a reputation as a trusted, full-service contract research organization (CRO).

The privately held company delivers comprehensive drug development services, from strategic program design and clinical trial execution to regulatory submissions and marketing applications. At the heart of this is a commitment to collaboration, which it dubs The Cohesion Effect — an approach that integrates science, strategy, and people to deliver smarter, more efficient clinical trials.

The company brings this singular approach, along with a culture of integrity, quality, and teamwork, to serve clients across pharmaceutical, biotechnology, medical device, academic, and government sectors. Its mission: improving health, extending life, and enhancing the quality of life via corporate and research excellence.

In 2021, the company acquired Latvian-based CRO Dokumeds, greatly expanding its global reach and capabilities. In addition to growing the company beyond its North American footprint, this European acquisition expanded the diversity of learners Rho needed to support from a single country to more than two dozen countries on three continents.

Supporting diversity and global expansion

As Rho prepared to globally expand its learning initiatives, it faced several challenges, including the need to migrate from its self-hosted Moodle learning management system (LMS). The shift was essential to integrate federally funded research site staff and streamline operations, saving time and money by eliminating the need to maintain a separate LMS.

As the company grew, so did its needs. Migrating from a self-hosted Moodle instance supporting our federally funded projects created a need to incorporate thousands of external learners into the Rho training system, including record retention and status verification to meet regulatory expectations.

Importantly, the company needed to **maintain training compliance and streamline operations** without increasing complexity. It adopted Absorb as an LMS and strategic partner, helping it **scale training for thousands of learners** with diverse roles and needs — all while **improving efficiency and reducing costs**.

“We’ve worked hand-in-glove with Absorb since 2020 to meet our evolving business needs,” says Greg Garner, Associate Director, Organizational Development at Rho. He adds that at launch, the company didn’t need a complex global solution. That changed quickly: it started with the Moodle-to-Absorb migration, expanded to global employees, and eventually included **external users across three continents**.

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Building a **scalable, unified** learning environment

Rho closely partnered with Absorb to create a scalable, unified learning environment that addressed the challenges posed by its legacy learning management software and impressive expansion growth.

Help from Absorb experts ensured a smooth transition from Moodle without data loss, while Absorb provided **legal and data privacy guidance** during international rollouts to support Rho's global expansion.

To ensure successful migration while ensuring **GDPR training compliance as well as maintaining proprietary and confidential privacy**, the company developed innovative tools such as an **external-access procedural document library** to support its new external user training platform. This solution supports commercial project teams working with external users, keeping proprietary information safeguarded even as the company expands its services.





In addition to deploying Absorb LMS as the foundation of its learning system, Rho has tapped into several essential features, such as Absorb Analyze and Absorb's Content Libraries, to implement **strategic engagement tactics and meet its training compliance objectives**.

“From the outset, to encourage **greater adoption** and comfort with Absorb, we created several opportunities to engage with the product in fun but meaningful ways,” Garner says. “For example, we have been able to encourage — and report on — a **climbing compliance** metric through a quarterly training day and accompanying raffle.”

“Any employee who submits a clean training record is entered into a drawing for a gift card of varying amounts.”

Engaging clinical trial across continents

Rho's new training platform has **improved onboarding speed, enabled better reporting, and supported both internal and external audits** with reliable compliance data. **User experience has been enhanced**, thanks to the company offering both internal and external learners a **single, intuitive platform, combined with improved accessibility and consistency**.

At each stage of Rho's training program evolution, Absorb has provided **tailored support**, allowing the company to grow efficiently without compromising simplicity or reporting. With just three FTE dedicated to training support, the company **grew its global learner base more than ninefold** (from 300 to 2,800) while eliminating manual tracking and redundant systems and **cutting complexity and cost**.

Taking advantage of Absorb Analyze's deep-dive insights along with strategic engagement tactics like quarterly training days and raffles has significantly boosted training — achieving a remarkable **97% compliance rate**.

97%
compliance rate

9x
growth in global
learner base

It's been a much-needed improvement to the company's training platform, Garner says: "Rho has **decreased onboarding time, increased training compliance, and used the advanced reporting from Analyze to identify systemic improvements to both process and personnel management.**"

He emphasizes that Absorb has been vital to the program's success, noting that adding an Absorb CSM (Customer Success Manager) was the single most important decision. "Greg Law, our CSM, is truly valued as a member of our product ownership team, and his expertise and insights are invaluable as we keep an eye toward what's next."

From an operational perspective, Rho successfully decommissioned its redundant Moodle instance, **reduced system complexity**, and avoided purchasing an EU-specific LMS. Meanwhile, reporting and compliance have improved, using Absorb Analyze to support audits and regulatory inspections.

This has allowed Rho to **expand to international users with the peace of mind** that it meets strict data privacy regulations.

"This transition from Moodle to Absorb was encouraging to our global expansion team as we navigated the byzantine regulations of GDPR and country-specific requirements. We now have a playbook for how to expand to commercial external learners in places like New Zealand, Japan, and Israel," Garner says.

"It's often said that the highest praise for technology is that you don't notice it at all. While this may be true of Absorb, it is certainly not going unnoticed by the leaders in our company as they rely on these successful expansion efforts to continually meet the needs of our growing business."

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