



# CUSL Radiology Department

The UCL association of the radiologists aims to:

- Bring together specialists from the UCL School of Medical Imaging around the same ideal of quality
- Participate in continuing education including the history of radiology
- Set up an associative network that shares information and experiences

Business Solution  
Digital Marketing & CRM

Sector  
Health/Social

Collaborators  
5

Website  
[www.radiologicpark.be](http://www.radiologicpark.be)

## CHALLENGE

*The association of radiology, established in 1978, had an urgent need to modernise its activities in order to develop its missions to digitalise of organisations.*

*#1. Mainly to improve the visibility of its activity among young practitioners.*

*#2. To provide a digital platform for publishing and organising online training courses.*

*#3. To develop a concept of events to increase the association's visibility and facilitate the exchange of experiences.*

*#4. To create a blog to share specific case presentations with all members.*

*#5. The platform must allow the management of different profiles and rights, such as members and non-members,*

*while respecting the confidentiality of publications.*

*In summary, the company wants to accelerate digitalisation to improve its efficiency and the quality of the relationship with its members.*

## SOLUTION

After a thorough market analysis, the association decided to partner with Eezee for its digital transformation and with Odoo as its main management tool.

The choice for the Odoo solution came thanks to the integration of the various Odoo applications, such as e-learning for trainings, the portal for site and access management, the blog module for case publishing and the event application.

Eezee's experience in site creation with Odoo and event management helped to accelerate the implementation of the solution.

In addition, Odoo has an integrated invoicing system that improves the administrative management of events and membership subscriptions.

## RESULTS

Today, the association has a 100% digital tool that allows it to quickly publish online training courses, categorise them by tags to facilitate the research for members.

Thanks to the modernisation of its tools, the association enjoys a better perception among young radiologists and ensures the sustainability of its missions.

This project gives a new impulse to this association to achieve its missions of quality research, continuous training and team spirit.

Eezee-it and Odoo were able to meet the expectations of the association to achieve its goal.



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