

CASE STUDY

How Care Fertility Scaled Clinical Excellence and Doubled Training Completion with Docebo



“Because we’re such a big business, we’re trying to make all the training and learning consistent across all clinics. I don’t think we’d be able to do that without Docebo.”

Jade Talbott-Smith

Learning Development Coordinator,
Care Fertility

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CARE FERTILITY

RESULTS

100%

platform use for first two months post-implementation

80%

mandatory training completion rate with Docebo

30–40

point increase in completion rate vs. previous learning platform

10-minute

reporting lags eliminated

SOLUTION

Docebo Learn

- Intuitive platform for learners, admins, and managers
- Streamlined reporting and completion tracking across teams
- AI tools for creating engaging, role-specific content
- Flexible, compliant setup for onboarding and cross-department learning
- Scalable content improves training consistency

Customer profile

[Care Fertility](#) is one of the largest private fertility clinic groups in the U.K., with a mission to make family possible for everyone through compassionate, personalized care.

As Care Fertility's Learning Development Coordinator, Jade Talbott-Smith manages learning and development across the organization.

The Challenge

With 14 U.K. clinics and growing international partnerships in the U.S. and Spain, Care Fertility relies on a strong learning and development culture to maintain a consistent level of care. For a company with around 700 staff members, standardizing and scaling education while ensuring high completion levels is a tall order, especially when the learning platform is slow and difficult to use.

That was the situation facing Learning Development Coordinator Jade Talbott-Smith. Simple administrative tasks, such as pulling reports, could take more than 10 minutes on the old system. Even then, the data was frequently out of date, making it hard for managers to trust, accurately track compliance, and follow up with teams effectively.

As a result, Care Fertility only used the platform for mandatory learning, instead of being an engaging resource for broader development.

To support all employees on their individual learning journeys, Care Fertility needed a more intuitive platform that could:

- **scale alongside the company's global ambitions**
- **effectively manage organization-wide learning**
- **boost completion rates**
- **simplify reporting**
- **support more consistent training across clinics**

The platform also needed to move beyond static PowerPoint-based training and make learning more engaging, and useful across teams.

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Our previous learning platform was really slow, it wasn't engaging, and it wasn't very user-friendly.”

— Jade Talbott-Smith, Learning Development Coordinator, Care Fertility

The Solution

A USER-FRIENDLY PLATFORM TO ENGAGE LEARNERS

Care Fertility chose Docebo for its ease of use, both for learners and the training team. The user-friendly experience made a meaningful difference. Reporting became easier to schedule and share with line managers, while clinic directors gained direct access to dashboards and insights rather than relying on Jade's team to manually find what they needed.

Care Fertility leveraged Docebo's deep customizability to solve a complex clinical need: competency tracking. Employees can now upload evidence of specific skills using the Assignment function,

which managers then review and approve directly within the platform. This capability creates a centralized, auditable record of evidence-based staff competencies, and the team can move away from disparate files and paper trails.

FLEXIBLE, MULTI-FUNCTIONAL USE ACROSS TEAMS

The platform quickly became useful for much more than mandatory compliance training. Jade and her team began turning to Docebo to support projects across the business, including creating department-specific knowledge hubs and supporting the organization's growing onboarding initiative.

As leaders saw new possibilities, they started to come forward with their own ideas for courses, pages, and resources. Each department has a knowledge hub, and department heads are actively engaged in the building process.

A COMPREHENSIVE SOLUTION SUITE

The team shifted away from static PowerPoint presentations and recorded Teams calls, expanding their Docebo use to include interactive elements.

[Creator](#) allows them to transform one-dimensional policies and procedures into modules featuring flip cards, assessments, and virtual coaches. These features ensure learners don't skip through slides but actively engage with the material.

Jade and her team leverage these capabilities to build learning experiences tailored to specific needs, such as a major patient services training project across all clinics.

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We primarily purchased Docebo for mandatory learning, however, we're now using it for projects across the business.”

— Jade Talbott-Smith, Learning Development Coordinator, Care Fertility

The Results

Since implementing Docebo, Care Fertility has significantly improved mandatory training completion, raising rates by about 78%. More than reflecting better compliance, the increase demonstrates that employees enjoy learning more, which leads to stronger engagement.

STRONG SUPPORT AND EXECUTIVE BUY-IN

Success wouldn't be possible without strong support. Docebo's success team and responsive help desk are always ready to help with any questions. Care Fertility's success manager helps Jade brainstorm new projects and keeps the team updated on new features, ensuring Care Fertility always gets the most out of the platform.

The leadership team has also become a strong advocate. Jade's team receives high-level support from the CEO and directors, who view Docebo as being pivotal in predicting and

steering learning outcomes. They know that with Docebo, Care Fertility has turned learning into a strategic advantage.

BETTER DATA LEADS TO GREATER TRUST

Managers now trust reporting and have a clear line of sight into training completion and progress. This has improved accountability and follow-up at Care Fertility, with managers taking a more active role in supporting completion across their teams.

The transition has also empowered Care Fertility to move away from costly, logistically difficult face-to-face sessions and toward Virtual Instructor-Led Training (VILT). This shift has reduced travel costs and accessibility hurdles without sacrificing the quality or consistency of the training delivered.

All of these changes translate to better care delivery. With every employee at every clinic on the same page, they can fulfill their role and drive Care Fertility's core mission of making family possible for everyone.

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The impact of implementing Docebo has been felt across the organization. A clinic director who recently started said it's the best platform she's ever used. I would—and do—recommend Docebo to anybody.”

— Jade Talbott-Smith, Learning Development Coordinator, Care Fertility

docebo

Empower your people with
personalized, engaging
learning at scale.

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