

**FOR IMMEDIATE RELEASE**

**Digitec Interactive and APMA Win Brandon Hall Gold Excellence in Technology Award**

**Orlando, FL- December 16, 2020 - Digitec Interactive and APMA Win GOLD in Brandon Hall Excellence in Technology Award**

[Digitec Interactive](#), a learning technology and custom eLearning production company, announced today that it was recognized with a Brandon Hall Group Excellence in Technology Gold award. Digitec and its client – the [American Podiatric Medical Association](#) (APMA) – received the award for Best Advance in Leading Under a Crisis.

“When the COVID-19 crisis hit, APMA was forced to cancel its live Annual Scientific Meeting, which presented two main challenges,” said James R. Christina, DPM, APMA executive director and CEO. “First, APMA physician members were running out of time and opportunities to earn the credits needed to renew their licenses. Canceling the conference also meant that APMA would lose sponsorships that provide a significant revenue stream for the association,” Dr. Christina said.

In less than six weeks, APMA worked with Digitec Interactive and their [Knowledge Direct](#)<sup>®</sup> learning management platform to launch a series of live virtual conferences. Members attended educational sessions, which also included a virtual lobby, where APMA sponsors could interact with attendees.

“Digitec was honored to work with APMA to adapt Knowledge Direct to support virtual events,” said Jack McGrath – President of Digitec Interactive. “We have been active in professional associations since 2003, and it’s extremely gratifying to see how learning technology is really transforming how associations provide training and education to their members.”

Brandon Hall Group is a globally renowned research and analyst firm with more than 10,000 clients and 25 years' experience delivering research-based solutions. The Excellence Awards recognize the best organizations that have successfully deployed programs, strategies, processes, systems, and tools that have achieved measurable results. The program attracts entrants from leading companies around the world, as well as mid-market and smaller firms.

“Winners of Excellence in Technology Awards are critical drivers of their organizations’ success, especially in these disruptive times,” said Brandon Hall Group Chief Operating Officer and awards program head Rachel Cooke. “Their solutions resulted in substantial benefit to their business and the human capital management function. That is the ultimate differentiator: the positive business impact of technology.”

### **ABOUT DIGITEC INTERACTIVE**

Digitec Interactive is a learning technology and custom eLearning production company, developing educational products for corporate, association, academic, medical and non-profit clients. It is best known for its signature learning management system, Knowledge Direct, which has delivered learning to over 3 million users, worldwide.

### **ABOUT APMA**

APMA advances and advocates for the specialty of podiatric medicine and surgery for the benefit of its members and the health of the public. APMA's vision is to ensure that podiatric physicians and surgeons are universally recognized as the essential providers of foot and ankle care. APMA represents a vast majority of the estimated 18,000 podiatrists in the country. In addition to the national headquarters, APMA boasts 53 component locations throughout the United States and its territories, as well as affiliated societies.

.....

Learn more at [www.kdplatform.com](http://www.kdplatform.com)

###