

Case Study

Scaling AI-Driven Content Production for a Leading Continuing Education Provider



The Client

The client is a leading provider of continuing education for dental professionals in the U.S., offering in-person seminars and an expanding library of online modules, quizzes, and study materials.

The Challenge

The client wanted to modernize content production using generative AI tools like Gamma.app to meet rising demand for flexible, engaging CE (Continuing Education) formats. With internal teams at capacity, they needed external support to explore and scale AI-assisted workflows without compromising editorial standards, clinical accuracy, or brand tone.

Critical Success Parameters

- ✓ Pilot and establish a scalable AI-assisted content production workflow.
- ✓ Maintain editorial accuracy, clinical integrity, and brand tone throughout.
- ✓ Implement human-in-the-loop QA with consistent version control.
- ✓ Support faster content production without expanding internal teams.

Our Approach

- ✓ Deployed a blended team of prompt engineers, content strategists, and QA specialists.
- ✓ Used Gamma.app to generate first drafts of scripts, outlines, and visuals.
- ✓ Applied tailored prompt frameworks for dental CE topics and delivered weekly batches of AI-generated, expert-refined assets.
- ✓ Managed version-controlled cycles with feedback tools and centralized task tracking.
- ✓ Refined outputs through human review to ensure editorial and clinical accuracy.
- ✓ Used QA checklists aligned to CE compliance standards and enabled cost efficiency and scale via an offshore production team.
- ✓ Introduced an SLA-based roadmap for workflow maturity and governance.



Key Result Highlights

30-40% reduction in initial draft creation time for CE modules.

AI production pipeline fully established and operationalized using Gamma.app.

Increased editorial throughput without adding full-time staff.

Boosted internal confidence in AI workflows for future content development.

Positioned the client to scale CE content across new dental specialties in **2025**.