

Automated accreditation certificates and CRM-driven enrollment for medical courses, built into the LMS.

FEMM delivers medical-management courses on an advanced LMS. ZionStar built an automated certificate and accreditation LTI, plus an integration layer that connects Jotform, the LMS, HubSpot CRM and Sendinblue — so enrollment, student tracking, certification and outreach run automatically.

CLIENT	REGION	ENGAGEMENT	PLATFORM
FEMM	Global	EdTech · Certificate LTI & automation	Canvas LMS

FEMM.

FEMM delivers medical-management courses on an advanced LMS. ZionStar built an automated certificate and accreditation LTI, plus an integration layer that connects Jotform, the LMS, HubSpot CRM and Sendinblue — so enrollment, student tracking, certification and outreach run automatically.

OUTCOMES AT A GLANCE

Automated

certificate issuance

LTI

LMS-native tool

CRM

HubSpot + Sendinblue

Verifiable

shareable certificates

THE BRIEF

The challenge & our solution.

THE CHALLENGE

Manual enrollment, scattered student data and hand-made certificates did not scale. FEMM had no automated way to issue, track, verify and share accredited certificates, and no link between the LMS, its CRM and its email outreach.

THE SOLUTION

We engineered a certificate-generation LTI embedded in the LMS — define certificates, auto-issue on completion, track earned and issued status, bulk-export, and let students name, view, share and verify them — wired to a Jotform → webhook → LTI pipeline that syncs Canvas, Google Sheets, HubSpot (tickets and deals) and Sendinblue email.

How we delivered it.

01

Integration pipeline

A Jotform submission flows through a webhook into the LTI, syncing the LMS, Google Sheets, HubSpot and Sendinblue.

02

Certificate engine

Define, auto-issue and track accreditation certificates per course and module, with bulk export.

03

Student experience

Learners name, earn, view, share and publicly verify their certificates.

04

CRM & lifecycle

HubSpot tickets and deals plus Sendinblue email automate enrollment, tracking and outreach.

TECHNOLOGY STACK

• Canvas LMS

• LTI 1.3

• Ruby on Rails

• HubSpot CRM

• Jotform / Webhooks

• Sendinblue

INSIDE THE BUILD

The complete walkthrough.

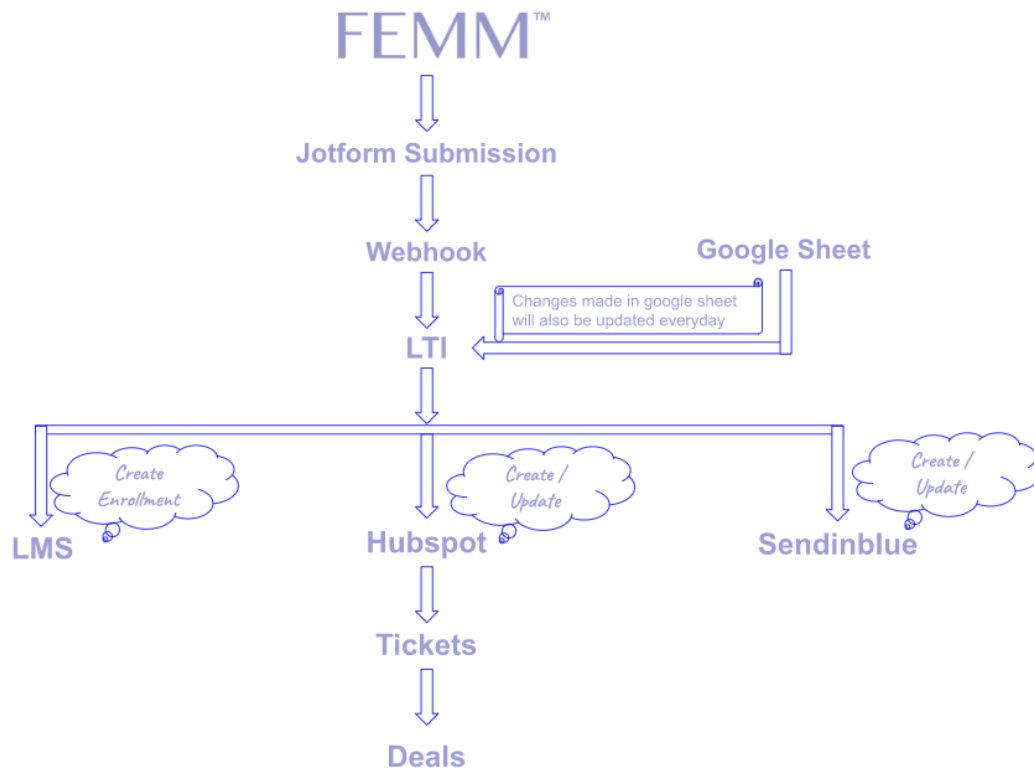
12 screens walk through the build end to end — the following pages cover each one.



01

Integration architecture

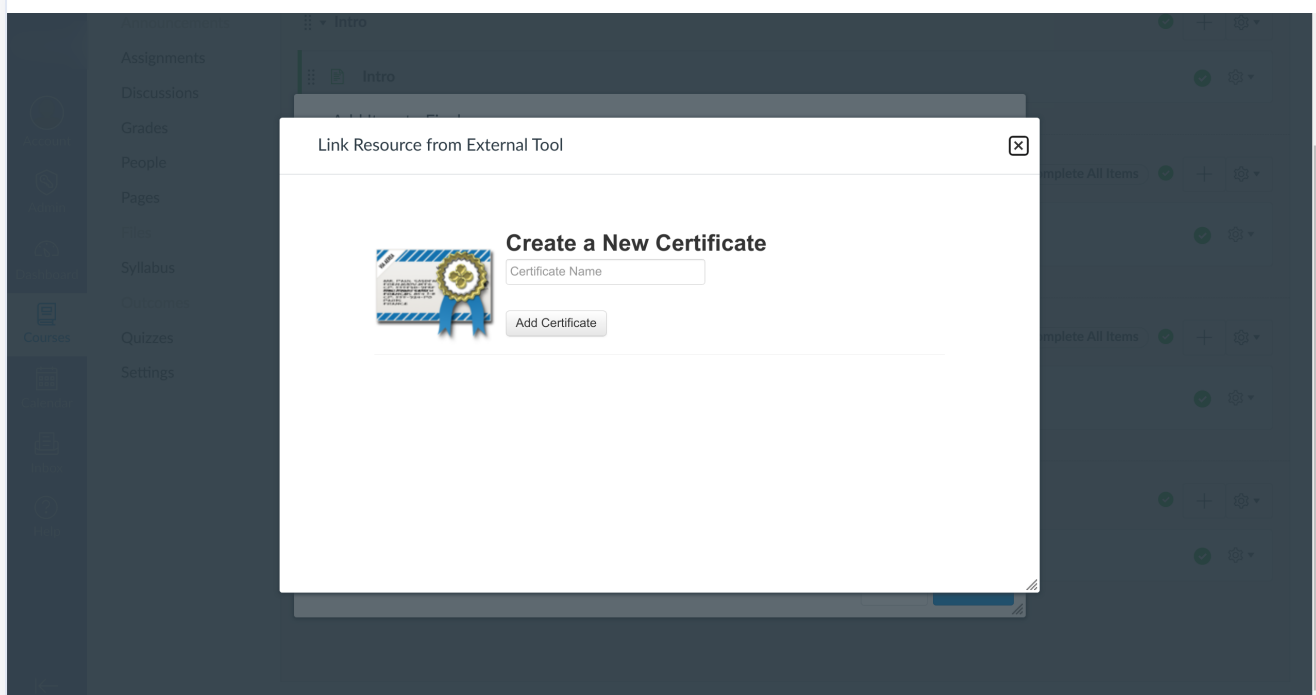
A Jotform submission flows through a webhook to the LTI and syncs the LMS, Google Sheets, HubSpot CRM (tickets and deals) and Sendinblue email — automating enrollment and tracking.



02

Create a certificate

Admins add a certificate to a course straight from the external-tool picker, ready to issue on completion.



Certificate dashboard

Every student in a course with earned and issued status, filterable by section, with course- and module-certificate settings.

DDSA > Modules > Final

Home

Modules

Announcements

Assignments

Discussions

Grades

People

Pages

Files

Syllabus

Outcomes

Quizzes

Settings

You are not a student in this course, so you can't earn this certificate

Current Students Awarded Students

Filter students by section All

Student	Earned	Issued
Selva kumar	✗	
Amurtha Raj	✗	
Rajesh Kumar	✗	
Thanga Denesh	✗	

Download certificates

Certificate Settings Preview Certificate

Course completion: ☒

Multiple certificates: ☐

Previous

Earned & issued tracking

See exactly who has earned and been issued a certificate, with the issue date for each learner.

DDSA > Modules > Final

Home

Modules

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Outcomes

Quizzes

Settings

Current Students Awarded Students

Filter students by section All

Student	Earned	Issued
Selva kumar	+	Jan 10, 2023
Amurtha Raj	✗	
Rajesh Kumar	+	Dec 5, 2022
Thanga Denesh	✗	

Download certificates

Certificate Settings Preview Certificate

Course completion: ☒

Multiple certificates: ☒

Save Certificate Settings

Previous Next

Earned certificates

A live view of which learners have met the requirements and earned their certificate.

The screenshot shows the 'Earned certificates' page in the LMS. The left sidebar contains navigation links: Account, Admin, Dashboard, Courses, Calendar, Inbox, and Help. The main content area has a breadcrumb trail: DDSA > Modules > Final. A message states: 'You are not a student in this course, so you can't earn this certificate'. Below this, there are tabs for 'Current Students' and 'Awarded Students'. A 'Filter students by section' dropdown is set to 'All'. A table lists students who have earned certificates:

Student	Earned	Issued
Sathish A	✓	Dec 5, 2022
Selva kumar	+	Jan 10, 2023

Below the table is a 'Download certificates' button. Further down is the 'Certificate Settings' section with checkboxes for 'Course completion' and 'Multiple certificates', both of which are checked. A 'Preview Certificate' button is also present. At the bottom, there is a 'Save Certificate Settings' button. Navigation buttons 'Previous' and 'Next' are at the very bottom.

Bulk certificate export

Download every issued certificate as PDFs in a single zip for records and accreditation.

The screenshot shows the 'Bulk certificate export' page in the LMS. The left sidebar is the same as in the previous screenshot. The main content area has the breadcrumb trail: DDSA > Modules > Final. A message states: 'You are not a student in this course, so you can't earn this certificate'. Below this, there are tabs for 'Current Students' and 'Awarded Students'. A 'Filter students by section' dropdown is set to 'All'. A table lists students who have earned certificates:

Student	Earned	Issued
Selva kumar	✓	Jan 10, 2023
Amurtha Raj	✓	Jan 10, 2023
Rajesh Kumar	✓	Jan 10, 2023
Thanga Denesh	✓	Jan 10, 2023

Below the table is a 'Download certificates' button. Further down is the 'Certificate Settings' section with checkboxes for 'Course completion' and 'Multiple certificates', both of which are checked. A 'Preview Certificate' button is also present. At the bottom, there is a 'Save Certificate Settings' button. Navigation buttons 'Previous' and 'Next' are at the very bottom. A file explorer window titled 'Sample_certificates.zip' is overlaid on the page, showing a list of PDF documents:

Name	Size	Type	Modified
2abe667344b8878ca50d0b7a8...	62.0 kB	PDF docum...	17 January 2023, 0...
8f7f95de370149ff098c67199f...	62.0 kB	PDF docum...	17 January 2023, 0...
bbec37f2a936165d58909defa...	145.6 kB	PDF docum...	17 January 2023, 0...

Certificate of Accreditation

The branded certificate FEMM issues — accreditation details, course, learner and date, generated automatically.

The screenshot shows the 'Certificate Settings' interface in the FEMM system. On the left is a sidebar with navigation links: Account, Admin, Dashboard, Courses (selected), Calendar, Inbox, and Help. The main content area has a breadcrumb trail: DDSA > Modules > Final. Below this is a list of navigation options: Home, Modules (selected), Announcements, Assignments, Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Quizzes, and Settings. The central part of the screen displays a 'Preview Certificate' window. The certificate itself is titled 'FEMM CERTIFICATE OF ACCREDITATION' and states that 'Example Student' has successfully completed the requirements of the 'DEMO - DATA STRUCTURES AND ALGORITHMS' course. It includes the date of accreditation as January 17, 2023, and mentions that the AAFF has reviewed the PCOS Intensive Course. At the bottom of the certificate preview, it shows '# Contact Hours Awarded 14' and 'Activity # 93439'. A 'Previous' button is located at the bottom left of the preview window.

Name the certificate

Learners enter the exact name they want printed on their certificate before it is generated.

The screenshot shows the FEMM interface with the 'Courses' section selected in the sidebar. The breadcrumb trail is DDSA > Modules > Final. The 'Grades' link in the sidebar has a blue circle with the number '1' next to it. In the center of the screen, there is a modal window titled 'FEMM' with the heading 'Enter the name you would like to print on the certificate'. Below the heading is a text input field labeled 'Enter new name'. To the right of the input field are two buttons: 'Submit' (blue) and 'Cancel' (red). A 'Previous' button is located at the bottom left of the modal window.

Name confirmation

A confirmation step lets learners review and correct the printed name before the certificate is finalized.

Earn & share

On completion, learners are told they have earned the certificate and can share it to social media.

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Student certificate view

Each learner sees the certificates they have completed and can open or download them anytime.

The screenshot shows a user interface for viewing a certificate. On the left is a vertical sidebar with icons and labels for Account, Admin, Dashboard, Courses, Calendar, Inbox, and Help. The main content area has a breadcrumb trail: DDSA > Modules > Final. Below this is a list of navigation links: Home, Modules (highlighted), Announcements, Assignments, Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Quizzes, and Settings. The certificate details section shows the title 'Certificate: Demo Certificate', a user profile icon for 'Selva kumar', and a green checkmark with the text 'This user completed the requirements needed for this certificate, and it was awarded 17 Jan, 2023.' At the bottom left of the main area is a 'Previous' button.

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Public verification

Anyone can validate a certificate by its number — confirming it is a genuine FEMM accredited certificate.

The screenshot displays a public verification page with a light gray background. A central white box contains the verification details. At the top of this box is a green banner with the text: 'This is a valid FEMM Demo Certificate certificate number for SELVA KUMAR'. Below the banner is a gray silhouette of a person. Underneath the silhouette, the following information is listed: 'STUDENT Selva kumar', 'IDENTIFIER NUMBER dadcf70fcc79be16b32505a5149c2640a7863f2545fc314f2b14d0acc78ad18f', and 'COURSE DEMO - DATA STRUCTURES AND ALGORITHMS'. At the bottom of the box, it states 'Issued on Tuesday, January 17, 2023'.

Engineered for measurable impact.

From a Jotform submission to an accredited, shareable certificate — enrollment, CRM tracking and certification all run automatically inside the LMS.

FEMM · Certificate LTI & Automation

Built and delivered by ZionStar

Automated

certificate issuance

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LMS-native
tool

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HubSpot +
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Verifiable

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Want results like these for your learners?

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