

# Healthcare Training

## The Challenge

The Healthcare industry is evolving quickly with rapid developments in products, technology, standards of care, and government regulations. This requires powerful and flexible training solutions, to ensure that patients receive the highest quality of care.

Healthcare training requires addressing the following areas:

- Clinical skills & processes
- Systems and procedures
- Customer Service
- Risk Management
- Product and sales training for Healthcare manufacturing and pharmaceutical organizations

Given the seriousness of problems faced on a daily basis within the healthcare industry, training must deliver; learners must be proficient and actually able to apply their new skills on the job in rapid order. Simply having “gone through training” is not enough; they must be able to perform - quality of life (and lives themselves) are often at stake.

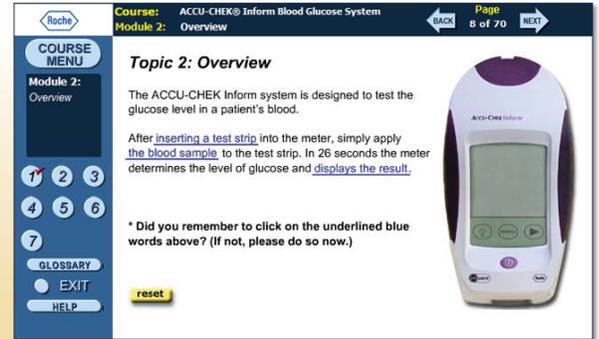
## The Solution

Performance Centered Learning ensures that learners can apply their skills on the job. Training can take many forms and use whichever media (or blended media) is most appropriate.

- Online training
- Instructor-led programs
- Self-study workbooks
- Video based programs

## The Benefits

- **Better Learning** - People learn better, increasing retention and ability to apply skills on the job, resulting in lower costs and better patient care.
- **Faster Ramp up** - With the PCL learning approach, people learn faster, and better.
- **Less Expensive** - Well-skilled, proficient healthcare workers save much time and expense because they make fewer errors, leading to less rework, fewer patient errors, lower Risk Management expenses, and therefore reduce costs.



### Roche Corporation

This training for the ACCU-CHEK® Blood Glucose system was being conducted by account managers in client hospitals, at all hours of the day or night to catch late shift employees. This significantly reduced the amount of time they had left to prospect for sales and work with new clients.

Cedar Interactive developed an online training program that provides hands-on activities and simulations, so learners can practice by doing. Benefits achieved:

- Increased sales opportunities (frees up sales reps to sell, instead of train new users).
- Better learning - allows nurses to learn by doing, without using up expensive supplies, or making mistakes on patients.
- Value Added - provides added value and customer satisfaction to the hospital customer, with convenient, inexpensive training for their employees.

### Baxter BioScience

Baxter Bioscience has produced a new pharmaceutical treatment option for Immune Thrombocytopenic Purpura (ITP), named WinRho® SDF, which addresses the disease of hemophilia. New employees in the Bioscience division need to understand this product, how it works, and how it compares to the competition.

Benefits:

- Immediately accessible: Learning is available anytime from any location.
- Visual Learning: Program rich with animation and graphics.
- Cost-effective - In addition to the sales force, this program is useful for anyone in division or company.

