Best Practices for Nurse Educators
Building Great eLearning Programs

Guest Presenter:

Richard C. Close

CEO

The Chrysalis Campaign, Inc.

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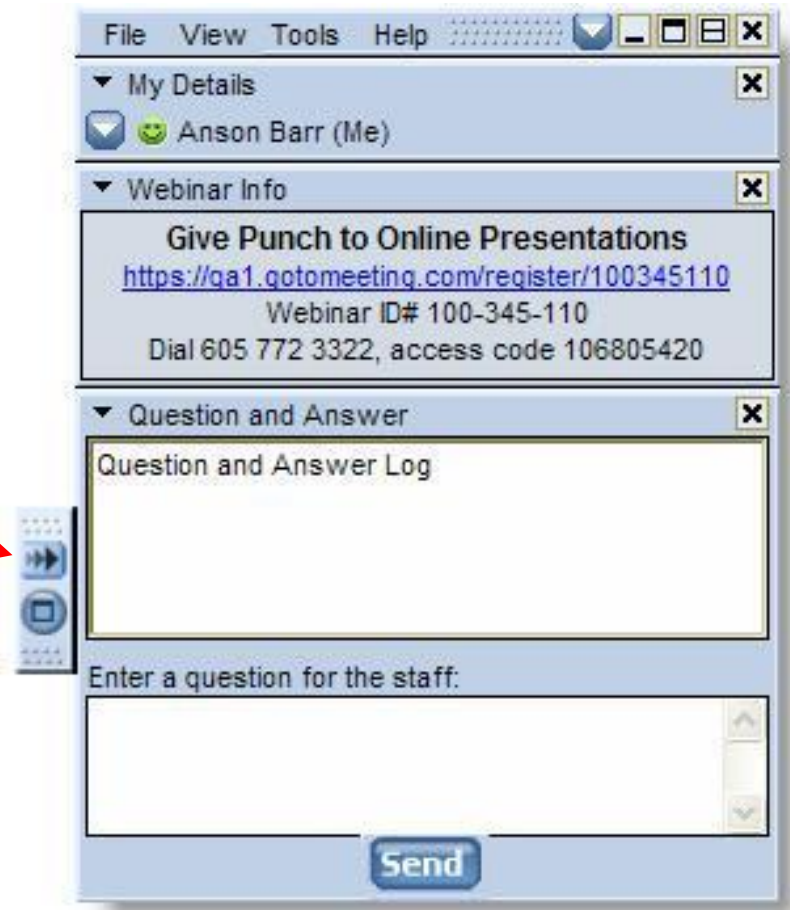Critical

Today's Webinar

- ◆ Best Practices for Nurse Educators: Building Great eLearning Programs

- ◆ Guest presenter: Richard Close, President, The Chrysalis Campaign, Inc.

- ◆ Panelist: Kenneth W. Dion, RN, MSN, MBA, PhDc, President & CEO, Decision Critical, Inc.

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- ◆ Question & Answer

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▼ Question and Answer

Question and Answer Log

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About Richard

**Richard Close, President
The Chrysalis Campaign, Inc.**

- Over 19 years in strategic planning, eLearning product development, training and marketing

- Consultant to training divisions at Microsoft, IBM, Oracle, Sun and others

- Consultant to numerous eLearning companies

- Industry analyst/speaker and author

- The Chrysalis Campaign supports medical and educational work with African and U.S. urban poor

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Presentation Agenda

1. eLearning Strategy

2. How We Learn

3. Best Practices In:

   – Training ROI

   – Content Types

   – Open Content

   – Human Resources/HR Motivation

   – IT

   – Reporting

   – Vendor Control

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How can we:

Improve our eLearning Programs?

Improve student/staff careers?

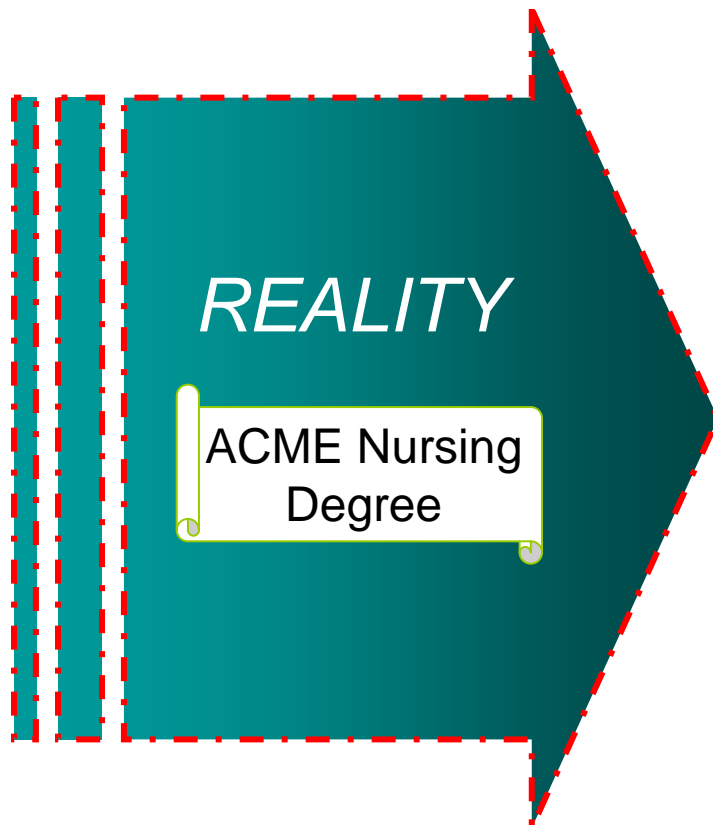## Improve the quality of healthcare?

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Polling

- How many courses do you have on line?
  - 0 to 12
  - 13 to 24
  - 25 to 50
  - 50+

If we broaden our or vision…

we broaden our results.

Nurses learn in non-traditional formats

REALITY

ACME Nursing Degree

- ◆ New clinical issues
- ◆ New clinical technologies
- ◆ Different departmental processes
- ◆ Different organizational values
- ◆ Certification programs
- ◆ Changing legal compliance

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How Do We Really Learn?

- "Hey Eddie"
- "How does Janice do it?"
- Look it up
- Call someone else
- Continuing Ed
- Lecture
- Online
- Magazines
- Patient
- Educated guess
- CNN

Workforce Management

Bodies of Knowledge "Certifications"

or

Search Learning "Chunks"

Knowledge Management

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Traditional LMS = Take a Class Academics

Early LMS Business Model
- Selling Courses
- Numbers of Students
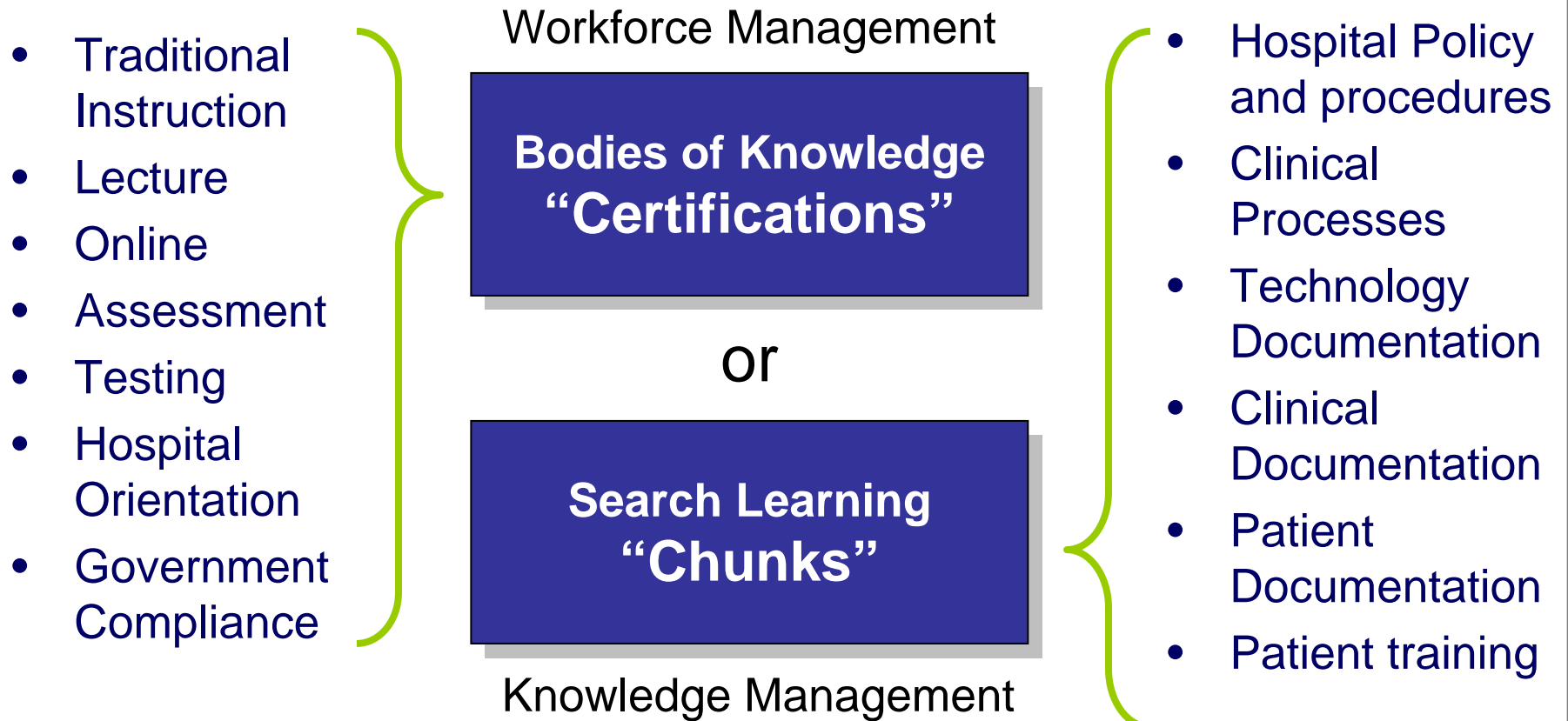- Ignore Search Learning

$$$

Based on Traditional Course Model

Assessment

PowerPoint

Test

Supporting Documents

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How We Really Learn

- Traditional Instruction
- Lecture
- Online
- Assessment
- Testing
- Hospital Orientation
- Government Compliance

Workforce Management

Bodies of Knowledge "Certifications"

or

Search Learning "Chunks"

Knowledge Management

- Hospital Policy and procedures
- Clinical Processes
- Technology Documentation
- Clinical Documentation
- Patient Documentation
- Patient training

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Extreme Pressure to Learn

Orientation Cultural Competent

Procedural Changes

Government Compliance

Technology & Product Changes

Core Job Certifications

Organizational Changes

Core Job Competencies

Departmental Changes

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The Solution

The **Right Information** to the **Right Person** at the **Right Time**

Orientation Cultural Competent

Government Compliance

Core Job Certifications

Core Job Competencies

Procedural Changes

Technology & Product Changes

Organizational Changes

Departmental Changes

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Future = <u>More</u> Collaborative Learning

Academic

Courses & Communities

Papers & Documents

The **Internet**

Clinical Settings

Healthcare Ind.

Products & Processes

Product Courses

Product Documentation

Product Certifications

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Why Do Hospitals Offer Fewer Courses?

- ◆ Healthcare eLearning will become. . .
  - – Easier to build a course
  - – No charge for more courses
  - – Open licenses agreement
  - – Easier to use
  - – More healthcare relevant

That's why 50% are looking to change vendors

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Best Practices in ROI

◆ How to find training's "Return On Investment"

– Be issue specific

– Relationship with department leaders

– Flexible training methods

– Set measurable objectives

– Track and report on measurable results

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Best Practices . . . In ROI

♦ Types of ROI

- – Hard Returns
  - ▪ Shrinkage
  - ▪ Errors
  - ▪ Turnover
- – Soft Returns
  - ▪ Quality savings
  - ▪ Case growth
- – Risk Avoidance
  - ▪ Compliance fines
  - ▪ Accident avoidance

$$\frac{\text{Cost of Issue} - \text{Cost of Training}}{\text{Return on Investment}}$$

OR

Add more students

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Dave Meier "Accelerated Learning"

Build consistent adult learning content
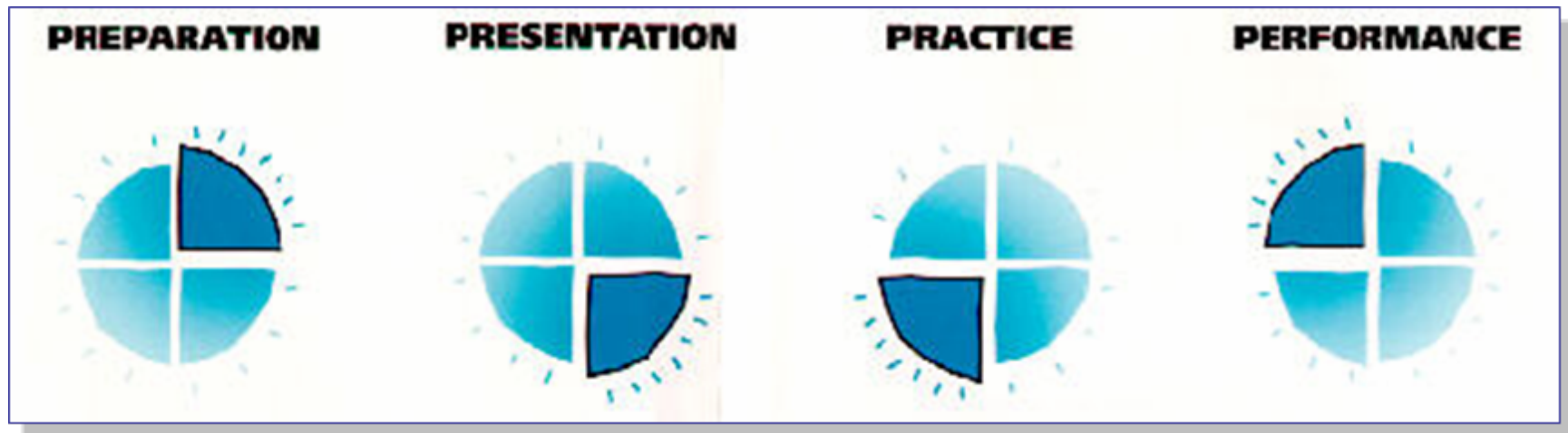
PREPARATION	PRESENTATION	PRACTICE	PERFORMANCE
Arouse	*Encounter*	*Integrate*	*Apply*

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Best Practices in Content Type

Events >> Announce

Facts

Departmental Policy >> Present

Clinical Technology >> Present and Test

Processes

Clinic Procedural >> Present and Test

Compliance Culture >> Adult Learning

Values

Personal Values >> Adult Learning

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Best Practices in Open Content

Practices for Content Developers

- ◆ Open Standard (Off the Shelf)
  - SCORM & AICC
  - Uses Independent Content Development Tools (The requirement)
  - Always test before you buy!

- ◆ Open Development
  - Very easy to use (Dept level)
  - Flexible for deferent course types
  - Any SCORM development tool

- ◆ Open Licensing
  - No vendor restrictions
  - No vendor penalties
  - No cost per course (custom courses)
  - No vendor interface
  - Easy to install, remove and manage

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Polling

- Do you track nurse job/task competencies in your LMS?

    – Yes

    – Yes, but we should be doing a better job

    – No

    – Not sure

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Best Practices in Human Resources

Employee Motivation

- Job Tracks
- Certification Tracks
- Proof of Competency
- Awards

Management Reporting

- Workforce Management
- Succession Planning
- Employee Evaluation
- Performance improvement
- Quality Improvement
- Gov. / Association

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When Great Organizations are Great Teachers

Recognize staff's value

Validate achievements

Provide new opportunities

Evaluate results

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Best Practices: What Does IT Mean?

Rule of thumb: "80% of costs of systems are operational."

◆ What your IT typically demands

- – Reliability

- – Easy to use

- – Exit strategy = SCORM

- – Industry standards

- – Users will be happy

- – Ease of integration

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Integration: Supporting, Not Just Reporting

Academic Schools
Job Banks
Student Portfolios
Continuing Education
Certifications

Nursing Dept.
Quality Improvement
Scheduling
Career Development
Certifications

Human Resources
Career Tracking
Job Competence
Performance Review
Portfolios

Finance & Compliance
Turnover
Gov. Compliance
Quality Productivity

Information Technology
Tracking
Knowledge Management
Point of Service
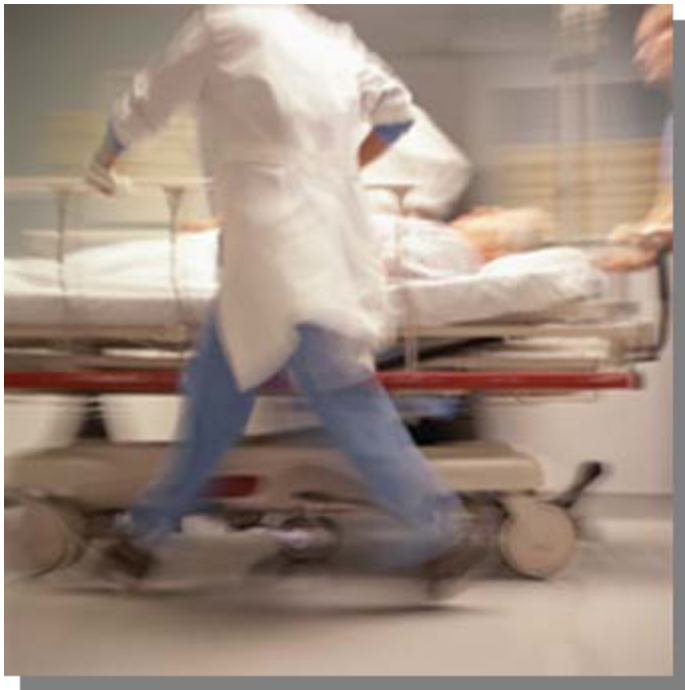Collaboration

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Best Practices in Reporting

It must be…

easy, flexible and FAST

- ◆ Corporate survival
- ◆ For administration
- ◆ For government
- ◆ For associations
- ◆ For marketing
- ◆ For department heads
- ◆ For the employee

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Defining Your Costs

- ◆ Hard fixed costs
  - – LMS licenses
  - – Courseware licenses
- ◆ Variable volume costs
  - – Hosting costs
  - – Course loading - Is there a charge for each course loaded?
  - – Custom LMS applications and content work
  - – Consulting
  - – Training
- ◆ Hidden costs (What sales reps side step)
  - – Variable add-on hosting and communication fees
  - – Custom programming reports
  - – Authoring systems
  - – Additional time and materials support

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Thank You!

Questions?

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