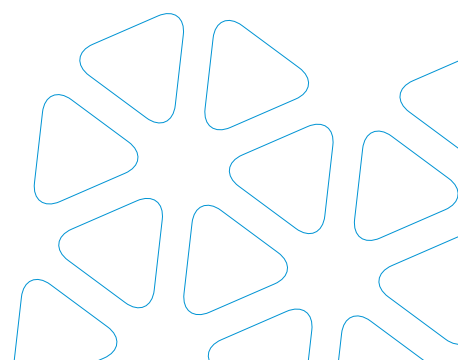# Continuous Education in the Digital Health Age

A STORY OF OWNING CHANGE

Modern, innovative learning solutions help lead the healthcare industry

Our client, a nursing education program within a private research university, leads a mission to achieve patient-centered care for older adults by innovating and changing the culture of healthcare facilities. As a leading nurse-driven program—and one of the first nursing schools to implement online learning modules—our client invests in modernized, blended learning solutions that meet nurses where they are through digital experiences to help foster their education.

THE PROPOSITION:
Meet the needs of the modern learner

Healthcare is relentlessly reinventing itself. When practices, solutions and methods change, it's critical for healthcare providers to keep pace. Continuing education courses provide nurses the freshest advances in treatments and invigorate their skill sets—and ultimately improve patient care. But getting the latest information to nurses today is unlike ever before because the audience comprises digitally native, technology-driven social learners.

Our client wanted to update their existing continuing education courses to provide effective learning for today's nurses. Think: interactive, highly consumable digital programs that are engaging and easy to access. Building on their existing rich content and adjusting the courses to fit how today's users learn.

OUR PROPOSAL:
Digital learning

Leveraging our digital learning solutions expertise—from instructional design to quality assurance—we helped our client develop 21 30–60 minute e-learning courses and created a custom design within our client's brand. Interactivity is core to engaged online learning, so we added elements like click-and-reveals and realistic case studies to test users throughout their courses. Through our collaboration,

we delivered elevated courses that allow the latest in healthcare to shine through. Better learning, better performance, better care.

POWERFUL PARTNERSHIP:
On repeat

We worked side by side with our client to understand and meet their needs. To meet compliance standards of the Web Content Accessibility Guidelines (WCAG), we determined the best approach to achieve compliance without reducing the level of interactivity in the modules, as well as created accessible PDFs as support documents.

As our partnership continues, we keep thinking outside the box. Refining development processes for efficiencies and adding additional functionalities in future modules.

Real-World Results

Streamlined access to updated course content, a superior online experience and more responsive instructional design—modernizing our client's e-learning course content paid off. They've seen a 19% increase in user completion of modules and gained 41 new partner organizations and hospitals to buy and utilize their continuing education courses. Translation: higher customer satisfaction and increase in revenue. And—most importantly—nurses who are knowledgeable on how to deliver the best and most current methods of effective geriatric care.

19%
increase in course
module completion

21%
reduction in total
cost of ownership

About TEKsystems

We're partners in transformation. We help clients activate ideas and solutions to take advantage of a new world of opportunity. We are a team of 80,000 strong, working with over 6,000 clients, including 80% of the Fortune 500, across North America, Europe and Asia. As an industry leader in Full-Stack Technology Services, Talent Services and real-world application, we work with progressive leaders to drive change. That's the power of true partnership. TEKsystems is an Allegis Group company.

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