

PHILIPS

Philips Healthcare

www.medical.philips.com

Industry

Healthcare

Challenges

- Establish flexible eLearning initiative accessible from any location

Solution

- Adobe Connect for eLearning
- Philips Healthcare is using Adobe Connect to provide employees, partners, and customers with dynamic eLearning programs that improve understanding of advanced healthcare products.

Results

- Reduced employee travel and administrative costs
- Improved customer knowledge about sophisticated healthcare technology and clinical uses facilitates better patient care management
- Accelerated development and delivery of eLearning content
- Streamlined customer compliance with certification and continuing education requirements

Systems at a glance

- Adobe Connect
- Adobe Presenter
- Adobe Flash® Professional
- Adobe Captivate®
- Adobe Premiere® Pro
- Adobe Creative Suite®. Components used include:
 - Adobe InDesign®
 - Adobe Photoshop®

Philips Healthcare

Global services unit enhances training capabilities with Adobe® Connect™ software to support innovative eLearning programs serving customers and staff worldwide

Improving patient outcomes

For healthcare firms to effectively serve global populations, they must engage learners with information when, where, and how it will have the greatest impact. At Philips Healthcare, the use of Adobe Connect software supports the company's Learning Services business efforts to provide high-quality, web-based education programs for customers and partners, and enhanced training for marketing, sales, and distribution teams worldwide.

"By successfully training people to use our advanced medical equipment, we simplify healthcare for our customers and help facilitate better patient care management," says Douglas Dell, Global Director, Learning Services at Philips Healthcare, the leading U.S. division of Royal Philips Electronics of the Netherlands. The organization's Learning Services business reaches more than 150,000 registered users in more than 100 countries with synchronous education, video conferencing, and web seminar services.

For Philips Healthcare, the benefits of using Adobe Connect to improve training for employees, partners, and customers are measurable. "We can serve increasing numbers of people with on-demand and real-time training and then relate those efforts to tangible business benefits of increased competencies which translate to system optimization and customer satisfaction," says Dell.

Overcoming deployment obstacles

Philips Healthcare needs to provide training for its medical equipment customers to achieve maximum utilization of their equipment's capabilities. In addition to providing product training for customers, Philips Healthcare also provides continuing education to healthcare professionals. For example, Radiologic Technologists must complete 24 continuing education credits every two years to maintain certification. These efforts support Philips' service strategy of enhancing the customer experience in every season of system ownership.

Many Philips customers have recognized the benefits of the continuing education and purchased the education component as part of their service agreements—and, as the company determined through an in-depth needs assessment—customers prefer education that is available online 24 hours a day. Prior to standardizing on Adobe Connect for the synchronous delivery of online education, Philips used a combination of services to deliver training, but was frustrated by the high telecommunications costs, unwieldy downloads, and problems presented by firewalls at customer sites.

To better engage sales and distribution channels outside the corporate network, Philips leverages core functionality in Adobe Connect. Because Adobe Connect content is delivered via the ubiquitous Adobe Flash Player—which is not dependent upon using certain browsers or computing platforms—Philips eLearning programs are easily available to authorized users on most any digital device. Equally important, the Adobe Connect content and meetings can be delivered securely and reliably inside medical organizations' firewalls.

"With Adobe Connect, we can regularly engage with our customers, enable our field force to demonstrate the capabilities of our products, and help ensure that people know how to properly use our equipment and leverage the full clinical capabilities," explains Dell. "This all adds up to patient benefits."

Philips Healthcare leverages Adobe Connect to improve training for employees, partners, and customers. Online eLearning courses are integrated with the company's advanced healthcare Learning Management System (LMS), and a content authoring tool developed by Philips to meet the unique needs of the healthcare market. For staff and customers unable to attend real-time or in-person meetings, archived webinars and courses are available.



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Douglas Dell
Global director, Learning Services,
Philips Healthcare

A blended learning environment

Philips Healthcare develops approximately 100 training modules annually, with more than 400 currently in use. Online training programs complement onsite training held at Philips global training centers in Europe, Asia, and the United States. Critical to the synchronous and asynchronous learning model at Philips is that online training saves the organization significant travel and staff costs. Archived seminars are available for people who cannot attend in-person meetings.

The online eLearning courses are integrated with the company's advanced healthcare Learning Management System (LMS), and a content authoring tool developed by Philips to meet the unique needs of the healthcare market. In addition, integrating Adobe Connect software and server technology into the company's computing infrastructure has resulted in additional efficiencies.

To deliver rich media, synchronous eLearning content, Philips uses Adobe Presenter to easily take content from subject matter experts and prepare it for Adobe Connect sessions. At the same time, staff regularly uses other Adobe tools—Creative Suite, including Adobe InDesign, and Photoshop, as well as Adobe Premiere Pro, Flash Professional, and Adobe Captivate—to author content, develop web pages, and collaborate.

Engaging users with dynamic content

To do justice to its visually oriented medical imaging products—such as its advanced iE33 cardiac ultrasound imaging system—Philips needed a training solution that could demonstrate the equipment's ability to render the human heart and valves in 3D. By easily handling FLV files, Adobe Connect offered the perfect solution.

Adobe Connect has also proved invaluable when launching consumer lifestyle products like the Sonicare toothbrush. Philips strategy is to deliver timely, cost-efficient methods to support effective training for its less technical products. The training group delivers dynamic training modules via Adobe solutions to demonstrate the product and how to use it. "Showcasing our products dynamically online leverages the power of Adobe Connect and saves us tremendous time and money," says Dell.

For staff and customers unable to attend real-time or in-person meetings, archived webinars and courses are available. In addition, the use of webinars and ad-hoc web meetings is embraced across the larger Philips organization, reducing travel costs and facilitating better training worldwide. "As we continue to expand our Learning Service business, Adobe Connect will be an important conduit to deliver training, establish presence, and build relationships with people globally," says Dell.

For more information
www.adobe.com/products/adobeconnect



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