



Neil Hoosier and Associates

www.nhassociates.net

Industry

Professional services/training

Challenges

- Providing cost-effective industry training to large disparate audiences
- Accelerating development and delivery of training content
- Ensuring compliance with government regulations

Solution

- Adobe Connect for Web Meetings and eLearning

Neil Hoosier and Associates is using Adobe Connect to provide efficient and cost-effective live and on-demand industry training to insurance providers nationwide. The Adobe solution lets NHA deliver rich, interactive, and compelling presentations and to collaborate easily with government regulators.

Results

- Enabled reliable access to interactive online training for insurance professionals across the United States
- Provided training to thousands of people without increasing staff
- Reduced content development time
- Improved compliance with government regulations
- Minimized travel expenses

Neil Hoosier and Associates

Leading provider of training and compliance services for government programs uses Adobe® Connect™ to accelerate and improve policy training for insurance professionals across the United States

A new approach to training

As a leading provider of training services to the health insurance industry, Neil Hoosier and Associates (NHA) is continually searching for more efficient and cost-effective ways to reach large numbers of insurance professionals with critical training to help them retain certifications, accreditations, and government contracts.

As a subcontractor for the Centers for Medicare & Medicaid Services, NHA trains thousands of health insurance professionals nationwide each year. Traditional training methods require extensive travel or ineffective conference calls that can handle only limited volume; neither option is suitable for an organization of NHA's size.

NHA needed a robust and flexible solution capable of delivering rich, interactive, and engaging training presentations to professionals nationwide. "It is physically impossible for us to travel on-site to train all the people we need to provide information to, and conference calls just can't provide the level of interactivity needed to fully understand advanced and complex training concepts," says Neil Hoosier II, graphics manager at Neil Hoosier and Associates. "We adopted Adobe Connect to deliver professional, high-quality, impactful training as quickly and cost effectively as possible."

Reliable access for all

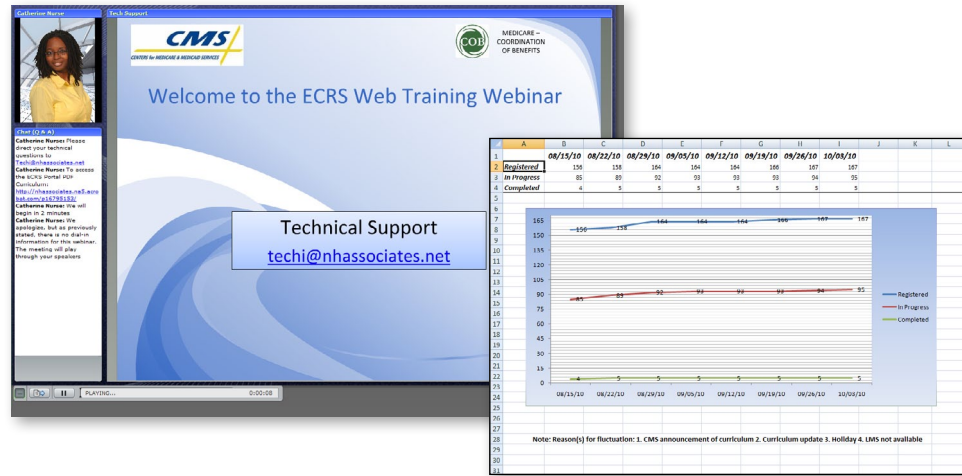
One of the government contracts awarded to Neil Hoosier and Associates was to provide government mandated training to insurance providers who handle Medicare and Medicaid claims. Adobe Connect helps NHA provide timely training to audiences of all sizes across the country by integrating with the company's existing learning management system (LMS) to deliver a series of live and on-demand meetings, training courses, and web seminars.

The live sessions can accommodate several hundred participants, who can take advantage of rich, interactive features such as integrated audio and video, live chat, real-time polling, and other options that make presentations more engaging and appealing. "Conducting webinars with Adobe Connect offers us two huge advantages," Hoosier II says. "We can reach a large number of people at once without unnecessary travel, and we can create in-person experiences similar to what people would experience if we conducted sessions on-site. This way, we're saving valuable time and money, while delivering comprehensive, high-quality training."

Because NHA customers are located in different cities and in different time zones, having simple, reliable access to training materials is essential to meeting customers' needs. Adobe Connect leverages the free and ubiquitous Adobe Flash® Player—already installed on 98% of Internet-connected computers—to enable participants to attend sessions from anywhere, at any time, without having to download additional software. For insurance providers unable to attend a live training, each session is recorded and made available for playback on demand at a participant's convenience.

"Adobe Connect helps us extend the reach of our training and deliver content more quickly to more people," says Catherine Nurse, technical consultant for Neil Hoosier and Associates. "With the Adobe solution anyone who is unable to attend a live session can log in and view the content later, which is extremely convenient."

Adobe Connect integrates with existing legacy learning management systems to provide an end-to-end training and eLearning solution. With Adobe software, NHA can effectively monitor participants' learning progress by tracking factors essential to remaining current with industry certifications and licensing.



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Neil Hoosier II
Graphics manager,
Neil Hoosier and Associates

Streamlined development, richer collaboration

With thousands of customers across the United States requiring training on different schedules, it can be challenging for NHA to create and deliver fully compliant training to large audiences. The company uses Adobe Connect to create nearly 75 unique courses for its curriculum, reaching an audience of more than 7,000.

Working with government regulators, trainers can reuse existing content or create new training courses from scratch. NHA staff uses Adobe Connect to review training specifications and requirements with government officials. Using interactive features such as whiteboards and screen sharing to collaborate on previous training content, NHA trainers can begin developing targeted training content.

Once a course has been developed, the content is then shared with a government compliance officer who uses Adobe Connect to view the presentation and approve it for public consumption. The training content must be continually updated in order to maintain compliance with new rules and Adobe Connect enables an easy application to manage content. “The development cycle for training courses has been greatly reduced with Adobe Connect,” Hoosier II says. “Because compliance officers can instantly access materials at their convenience, they can provide feedback faster, which accelerates delivering final content to our customers.”

Once live, NHA is required to issue monthly training reports to the government showing the level of participation in its training seminars. With the Adobe solution, NHA managers can instantly track which courses participants have completed and provide regulators with comprehensive progress reports to help ensure that insurance professionals remain current on mandatory training.

“Adobe Connect lets us store all our vital information in one place—training content, attendance logs, exam scores, and more. It makes managing large-scale training much easier and more efficient,” says Hoosier II.

A new standard of service

For Neil Hoosier and Associates, Adobe Connect has helped transform the way the company creates, delivers, and manages training for insurance providers nationwide. The system has been very well received both internally and outside of the organization and has prompted NHA to begin expanding its services to other customer segments.

“Using Adobe Connect, we deliver the highest level of customer service to our health insurance industry clients,” says Hoosier II. “We’re confident that we can replicate that success in other areas of our business and look forward to continuing to explore the value that Adobe solutions can bring to our firm and our customers.”

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



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