

“ConnectEd” LMS EDUCATES BEDSIDE HEALTHCARE STAFF

The Story of Hollister Wound Care and Intelladon



Competing in a Crowded Market

Selling wound care products to hospitals is highly competitive. It's a crowded market, and finding your differentiator can be a challenge. That was the position that Hollister Wound Care found itself in a few years ago when Mary Regan joined the company as its director of clinical affairs. Her first mission: to provide comprehensive training to about 70 sales representatives spread throughout the nation...in less than three months' time.

Regan identified specific requirements for the sales training she needed to roll out. It had to:

- Be engaging and interactive
- Minimize the sales reps' time away from the job

In addition, she wanted to make sure there was an easy and accurate method for tracking and recording those who had completed the training.

An Online Education System Was the Only Solution

From previous experience, Regan knew the only way she could get effective sales training in place in three months was by developing an online education system. Through a referral, Regan contacted Intelladon, a learning solutions integrator. And, three months later, Intelladon had implemented NetDimensions' learning management system — EKP — and developed content for eight 15-minute sales training modules using Articulate e-learning software.

Regan commends the training knowledge of the Intelladon staff, calling them “masters at developing online content.” She says the Intelladon course developers made the content “come to life.” She also says, “The company's support was incredible. They were with me every step of the way through bringing the system live.”

Regan adds that the training has been a hit with the Hollister Wound Care sales reps. “They love it. It's interactive. It's fun. And it doesn't take them away from their homes and their sales calls.”

The Next Challenge

Then, with a sales team trained and excited about the program, Regan presented Intelladon with its next big challenge: to help them become a value-added provider to hospitals.

Hollister Wound Care achieved its goal when it launched ConnectEd, powered by the NetDimensions EKP platform and delivered by Intelladon. Intelladon partnered with Hollister Wound Care to develop the branding and is actively involved in new hospital rollouts. Currently, ConnectEd consists of 30 training modules and continues to grow.



Executive Summary

The Challenge

Educate sales force and differentiate Hollister Wound Care in the market

The Solution

Intelladon Services
Selection, Implementation, Integration, Custom Content and Managed Services

Learning Solutions

NetDimensions EKP, Articulate, Intelladon Mobile App

The Result

Hollister Wound Care successfully markets its online wound care training modules as a value-added service to clients.

Hollister Wound Care offers ConnectEd as an adjunct to their product solutions to facilitate the wound care education of bedside healthcare providers in hospital, hospice and home healthcare settings. As Regan says, "ConnectEd has been a game changer for us. We lead with it on our sales calls." She adds, "Intelladon helped us develop a solution that works for our clients as well as for us."

She believes that ConnectEd has made it easier for Hollister Wound Care sales reps to elevate their relationship with clients because there is always something new to demonstrate. Clients are excited to see what Hollister Wound Care is adding to its library. "The more our clients see of ConnectEd, the deeper the relationship with their sales reps," Regan adds.

Going Mobile

Regan acknowledges that Hollister Wound Care is keen on the role mobile technology plays in the lives of healthcare providers, particularly medical students and physicians. Thanks to an Intelladon-developed mobile app, ConnectEd is also available for BlackBerry, iPhone, iPad and Android devices.

The EKP platform acts as a linchpin to the mobile app because of its flexibility of interfacing with multiple mobile devices, such as the iPad. The app provides one course for all browsers and differentiates which device the learner is using, making it transparent to the user and overcoming the Flash compatibility issues with the iPhone and iPad. In addition, the mobile app is ConnectEd branded and available to Hollister Wound Care learners via the iTunes store. The rollout of this app has enabled Hollister Wound Care's learners to access information in real time via their mobile devices, eliminating the need for computer access.

Helping Hospitals Meet CMS Guidelines

One of Hollister Wound Care's recent client successes involves providing a hospital with **immediate** wound care training. As the result of a Centers for Medicare and Medicaid (CMS) audit, the hospital, a Hollister Wound Care client, was required to develop an education program to train each caregiver on how to assess and chart a wound. The hospital was also required to provide documentation showing that the training had been completed within 30 days.

With Intelladon's rapid-response support, Hollister Wound Care had online training available within eight hours of the initial CMS call. Within 30 days, 80% of the staff had completed the training modules with a passing rate of 85%. "Intelladon's professionalism and response was incredible," Regan says.

Seamless Integration

While integrating training into a hospital's existing learning management system (LMS) is a hurdle for many vendors, it isn't for Hollister Wound Care. As an example, Intelladon developed a proxy launch system for one of Hollister Wound Care's clients, making it possible for its staff to seamlessly access Hollister Wound Care's programs directly through the hospital's LMS. This same approach has been used by many other Hollister Wound Care's clients.

Vision Becomes Reality

Regan considers Intelladon a full-service online education support company that helped her turn her learning strategy for Hollister Wound Care into a reality. She said the company works with her creatively and technologically to offer innovative ideas, then provides unmatched support. Regan summarizes her relationship with Intelladon: "It's about the people and the support. We couldn't find this anywhere else."

About Hollister Wound Care

Hollister Wound Care LLC is an alliance of two strong companies — providing healthcare professionals with advanced wound care products and services for quality patient care. The alliance partners are Hollister Incorporated, in Libertyville, Illinois, which has been helping patients and healthcare professionals by producing wound and skin care products since 1974; and Laboratoires URGO, in Dijon, France, a leading healthcare company specializing in innovative wound care products in Europe.



I had three months to get Hollister Wound Care's first online education program live and rolled out to our sales team. Intelladon made the entire process seamless, easy and fun. We couldn't have done it without them.

Mary Regan

Director of Clinical Affairs