

E-LEARNING DELIVERS CONSISTENT COMPLIANCE TRAINING

The Story of Ideal Image® and Intelladon



Ideal Image is the nation's leader in laser hair removal. According to Becky Bierley, Director of Learning and Development at Ideal Image®, the company's position in the industry reflects its ability to maintain high professional standards by providing consistent training to 600 employees scattered across the country. Much of that training is delivered through an online learning management system (LMS) designed and built in consultation with Intelladon.

Choosing the Best Online Training Solution

"We needed a system that could expand the training capacity of Ideal Image by allowing us to integrate proprietary in-house course development with third-party courseware," says Bierley.

"We also wanted to roll out different types of courses for each employee position and generate reports to help us manage employee compliance with training requirements."

After consulting with Intelladon, Ideal Image® chose the NetDimensions EKP platform as the basis for its LMS, along with Articulate for authoring customized content and Vivid Learning Systems for off-the-shelf content, such as OSHA and HIPAA compliance training. Intelladon's solution, which Ideal Image branded as iLearn, allows the company to measure and report on training delivery, ensure employee compliance, automate reporting and tracking, and deliver assessment and testing.

According to Bierley, Intelladon did a great job in helping Ideal Image migrate to the EKP platform, assisting throughout the entire conversion process. "They've helped us every step of the way. Working with friendly, intelligent, responsive people who give you the attention you need has made our LMS training program the success it has become," she says.

The EKP Platform

The robust nature of EKP accommodates the growth of Ideal Image® while enhancing the training process and raising standards of practice. "With all the options available in EKP, we can do a lot more than we could before," says Bierley.

The EKP platform offers both high security and flexibility regarding the kinds of content the company can roll out. Ideal Image® also uses EKP's reporting capabilities to ensure employee compliance with training requirements. "These EKP features have definitely improved the way we manage our training program," Bierley says, adding that the best part is Intelladon's willingness and ability to find solutions whenever she asks for help.



Executive Summary

The Challenge

Deliver consistent and timely training to a nationally dispersed work force of 600 employees in a variety of positions with differing training needs

The Solution

Intelladon Services

Selection, Implementation, Managed Services

Learning Solutions

NetDimensions EKP, Articulate, Vivid Learning Systems

The Result

Improved sales and achieved 100 percent employee compliance with training requirements

Learning Libraries

iLearn delivers training for the full spectrum of positions within the company, which includes regional and medical directors, treatment providers, sales consultants, guest services representatives, and more. Customized courses and libraries are available for each position.

The Intelladon solution, which blends the Articulate authoring software with EKP, has made a huge difference in the ease and speed of developing and delivering customized training. Articulate works with PowerPoint® and is extremely user friendly.

Another huge plus for Articulate, Bierley says, is that the authoring software produces highly interactive courses compatible with both Mac and PC operating systems. "With voice-overs, graphics, and all the other options you have in Articulate, you can create a very powerful online training tool that blends all different types of learning together," she adds.

iLearn currently offers 40 training videos, which the learning team imported into Articulate, adding other content, attachments, and links. They then published the courses on EKP. This method makes the training available to more than 600 employees, delivering consistent content that incorporates best practices and procedures across the enterprise.

As the final part of Intelladon's training solution, Ideal Image® chose Vivid Learning Systems for its off-the-shelf library. The Vivid courseware provides required general workplace training such as HIPAA, OSHA, and safety procedures for handling chemical and medical supplies. To remain compliant, employees must complete these libraries annually.

Improved Training Management

Ideal Image's corporate office houses a complete training facility, but online learning is a prerequisite to all instructor-led training. EKP's reporting capabilities allows managers and the training group to monitor employee compliance with training requirements. EKP notifies the training group of the status of class enrollment and completion of prerequisite coursework.

"There's no room for error anymore," says Bierley. "New hires either do the online training first or they can't attend instructor-led training and they don't get the job. The system ensures 100 percent compliance with training requirements."

Bierley summarizes the Ideal Image® e-learning initiative by emphasizing the importance of producing high-quality training to motivate employees to complete online training without complaining. She adds that "courses must be designed well, look good, and be fun to complete. Ideal Image® employees say they have fun taking the courses and they learn things that are important to their jobs."



About Ideal Image®

Ideal Image® is a national leader in comfortable and cost-effective laser hair removal. During the past 10 years, the company has conducted more than 2 million laser hair removal treatments nationwide. Through its pioneering research, Ideal Image® has established itself as a state-of-the-art leader in the hair removal industry, advancing safety, reliability, and results. Ideal Image® is committed to high standards of ethical practice and training for its 600 employees scattered throughout the United States.

Intelladon helped us transition into something really great. It's been a wonderful experience for us.

Becky Bierley

Director of Learning and Development