

HEALTH WORKFORCE DEVELOPMENT

Utilizing Technology to Increase Retention &
Engagement

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TECHNIQUES FOR ENGAGING THE BUSY PROFESSIONAL

- Hands On Simulation with Hololens
- Interactive Video

AUGMENTED REALITY

Simulation of a Micra (Leadless) Pacemaker
Implant

DEFINITIONS

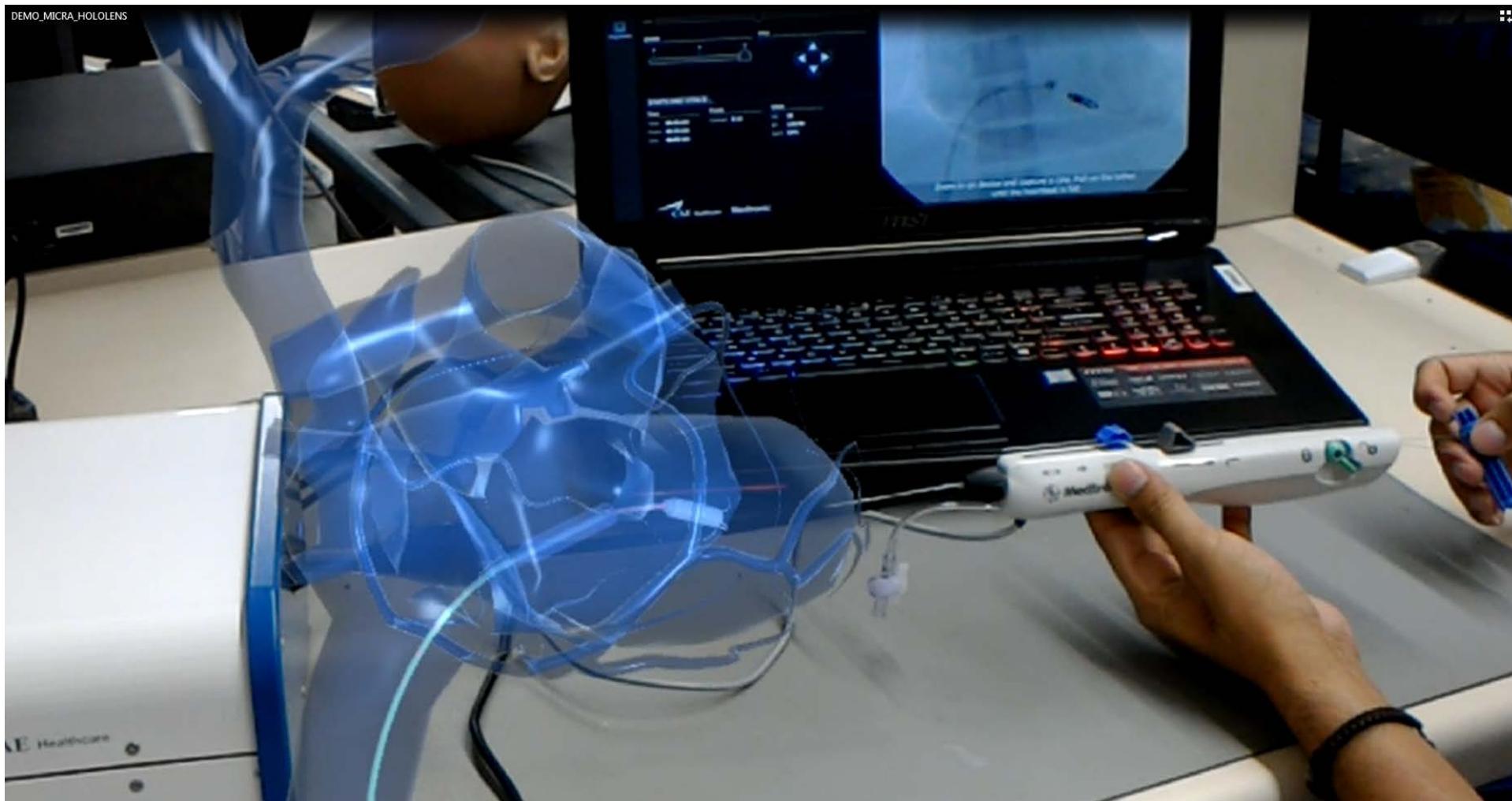
AR – VR – MR

- **Augmented Reality: a digital layer is added to the existing, real world**
- Virtual Reality: a digital representation of an object, the environment or world
- Mixed Reality: a combination of real-world, augmented and virtual objects

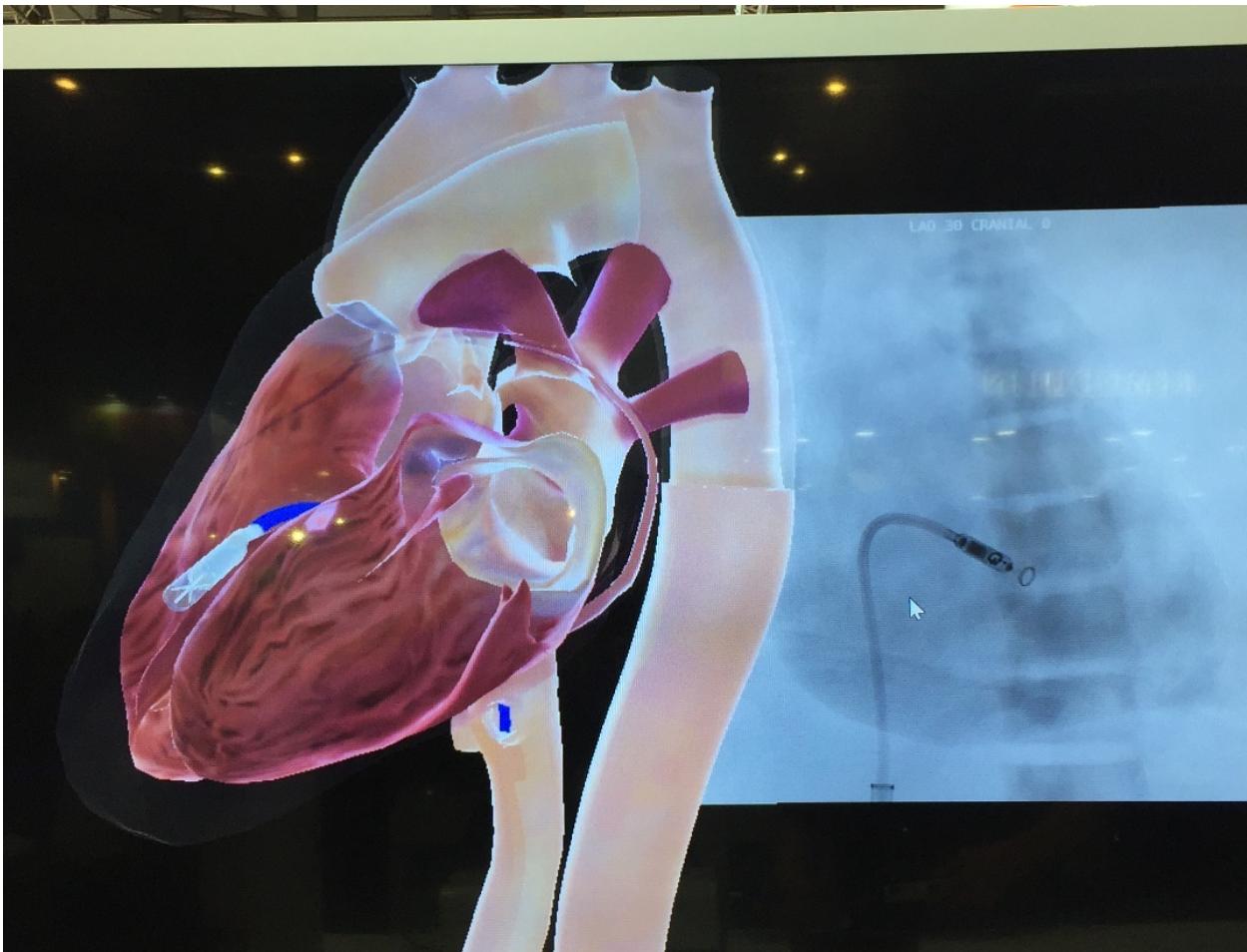
AUGMENTED REALITY



SIMULATION POSSIBILITIES HOLOLENS



AUGMENTED REALITY



AR: TODAY!



Simulation-based training for HCP

- Micra leadless pacemaker
- Implant simulator
- Microsoft Hololens

Marketing/Awareness Campaigns

- Medical congresses
- Demonstrations

PROCEDURE TRAINING



INTERACTIVITY



ENGAGEMENT



12 Hololens units viewing the same hologram

INTERACTIVE VIDEO

Transforming a **Passive** Experience into an **Active** Learning Experience



MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their own development.

OVERWHELMED...



1% of a typical workweek is all that employees have to focus on training and development

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.



of the global workforce is expected to be "mobile" by the end of 2015



of full-time employees do most of their work somewhere other than the employer's location



of workforce comprised of temps, contractors, and freelancers

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access:



People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems



COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.



of workforce learning happens via on-the-job interactions with peers, teammates, and managers



of training courses are delivered by an ecosystem of 2,000+ peer learners

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.



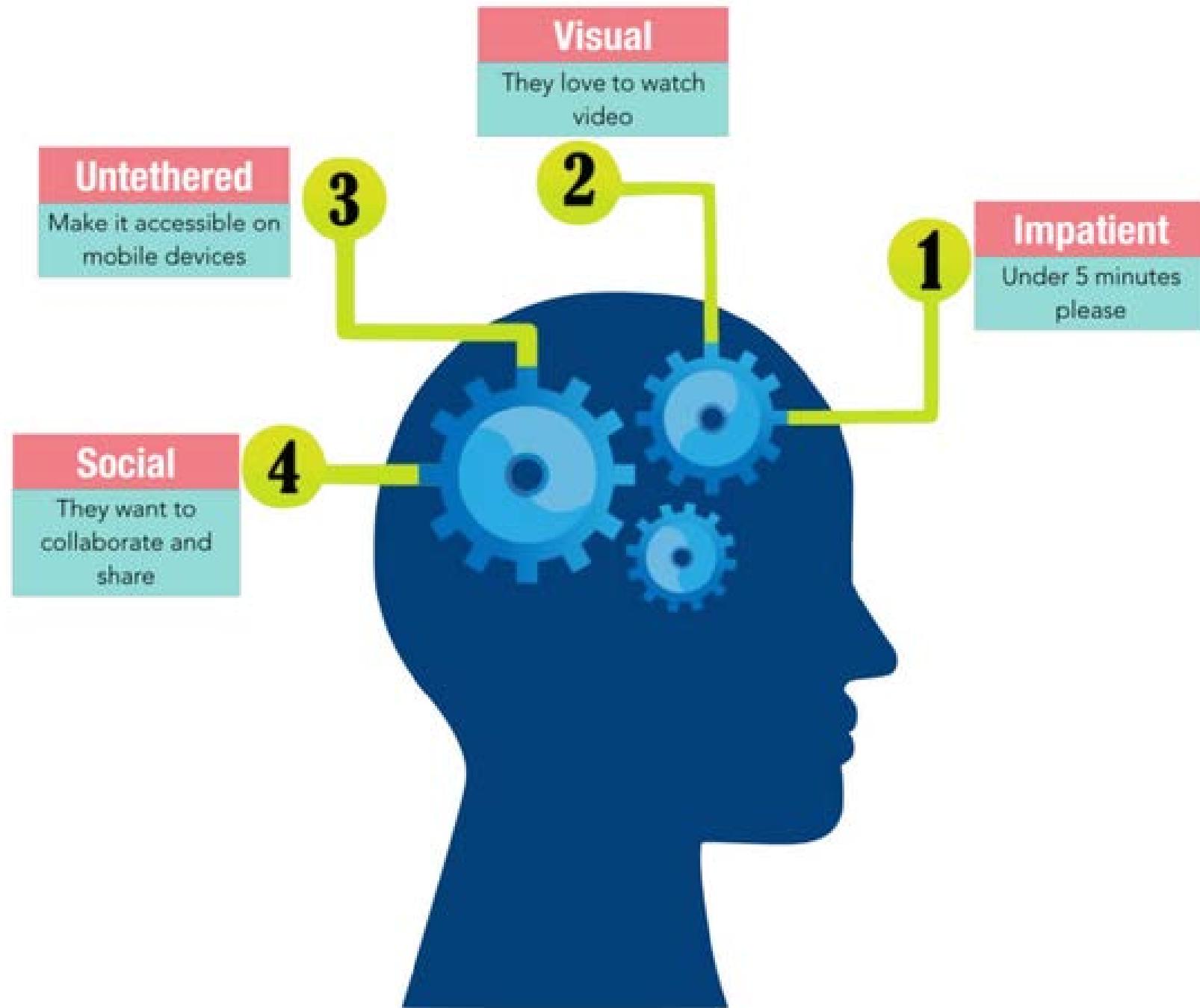
Half-life (in years) of many professional skills



of workers who say they have opportunities for learning and growth at their workplace



of IT professionals who report having paid for training out of their own pockets



HOW MUCH DO PEOPLE LIKE VIDEO?

- In an average month, 80% of 18-49 year-olds watch YouTube.
- YouTube is the world's second largest search engine and third most visited site after Google and Facebook
- The total number of people who use YouTube – 1.3 Billion
- Almost 5 billion videos are watched on YouTube every single day.
- There are 3.25 billion hours of video watched each month
- 80% of YouTube's views are from outside of the U.S.
- Approximately 20% of the people who start your video will leave after the first 10 seconds.

WHY MAKE THE SHIFT?



Explosion of online video content....

\$13B

Will be spent on video marketing by 2018

300 HOURS

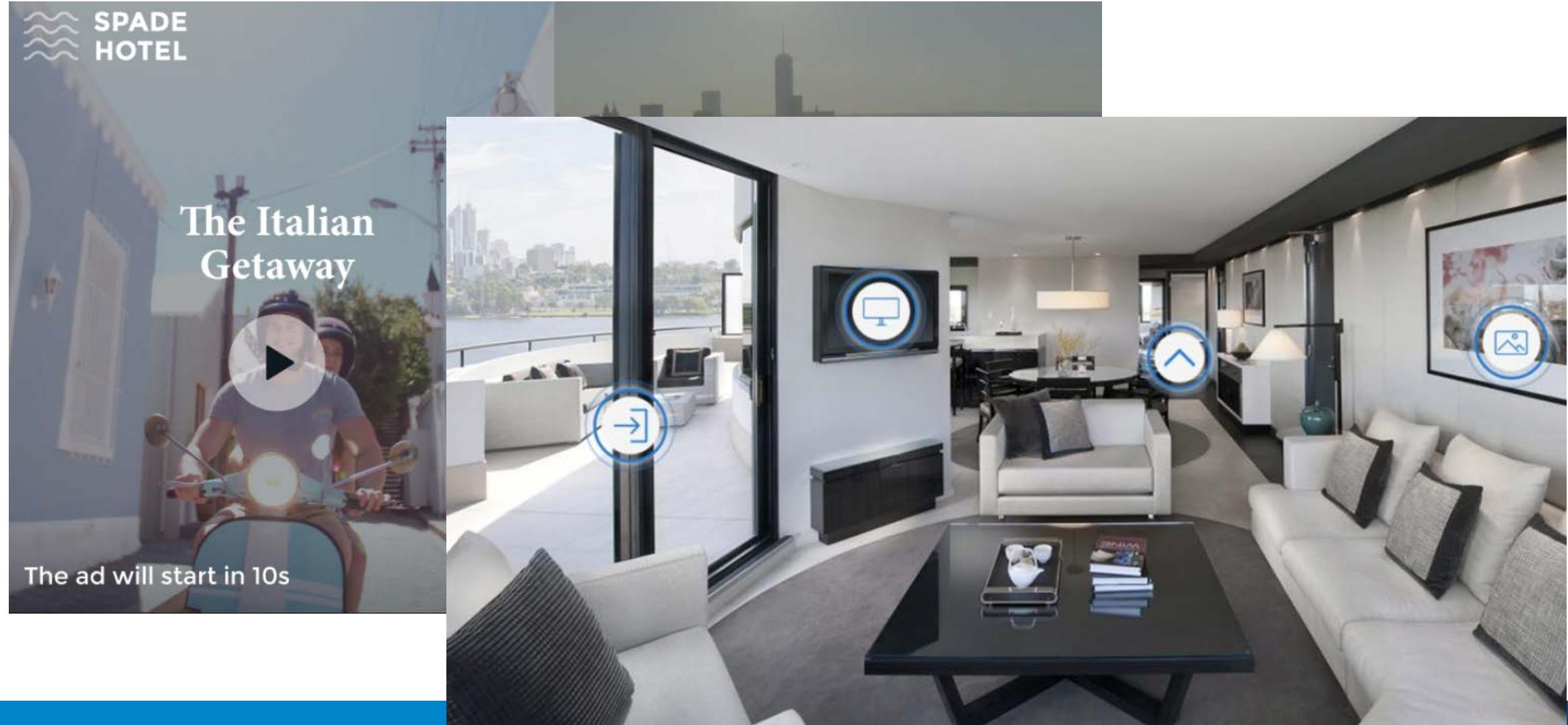
of video are uploaded to YouTube each minute

600 BILLION HOURS

of video are watched each month

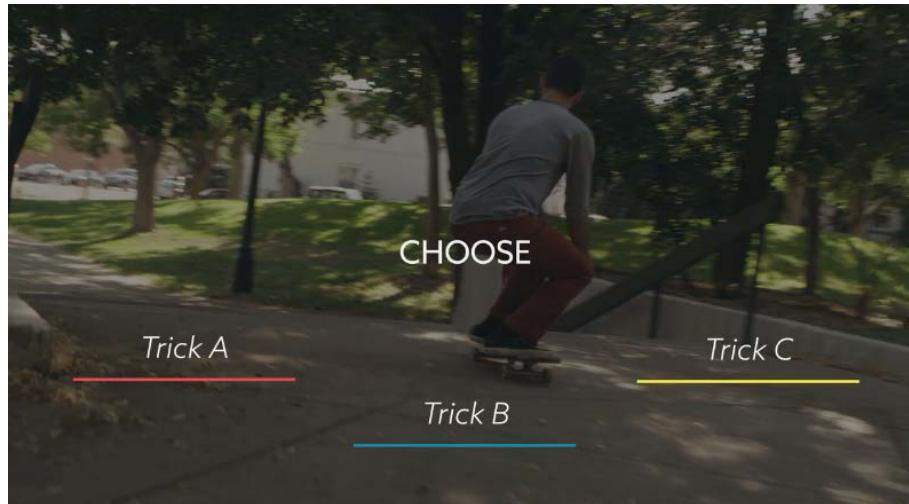
....is making it harder to attract and engage viewers.

OFFER CHOICES TO GIVE THEM WHAT THEY WANT

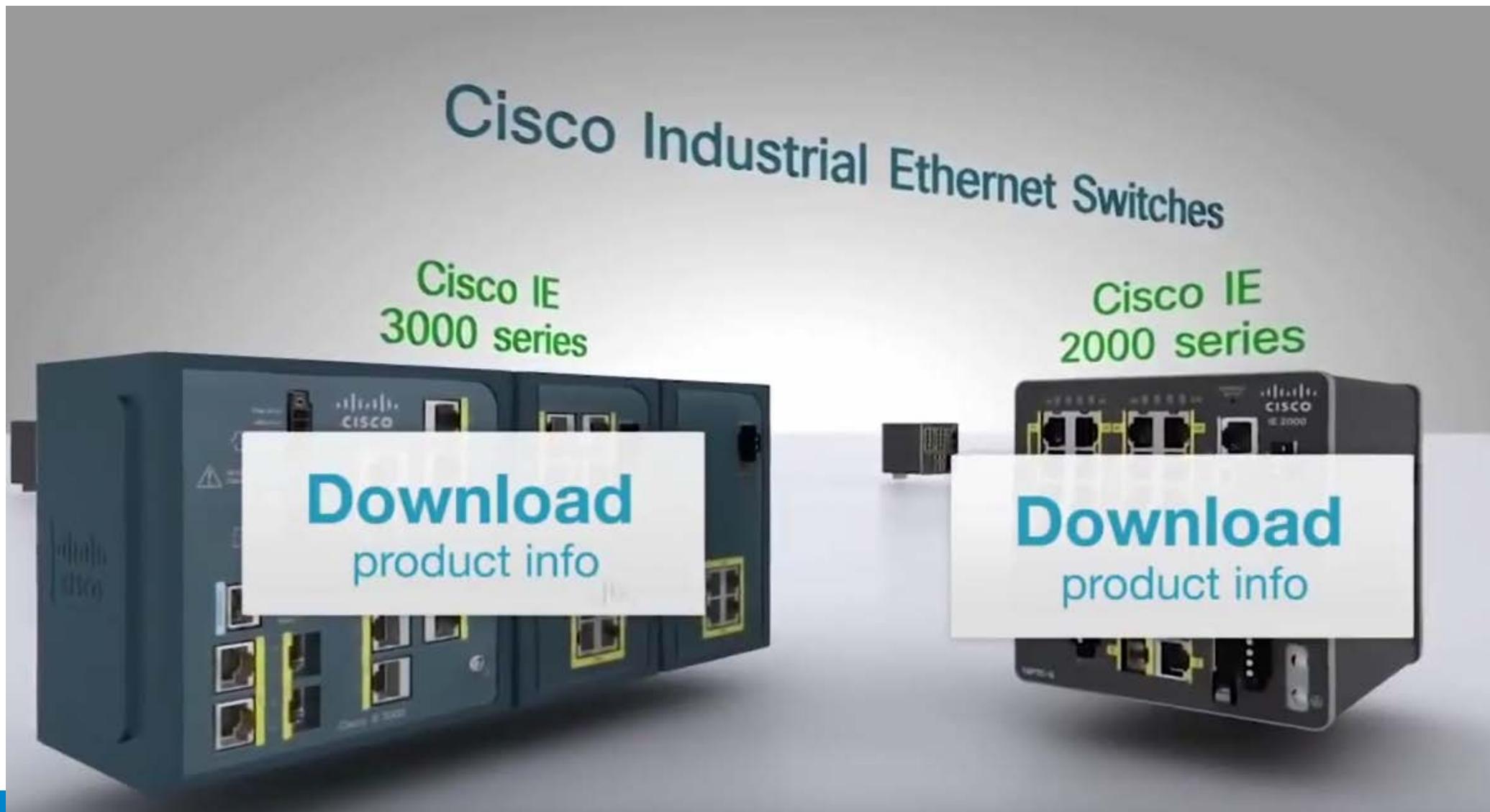


Medtronic

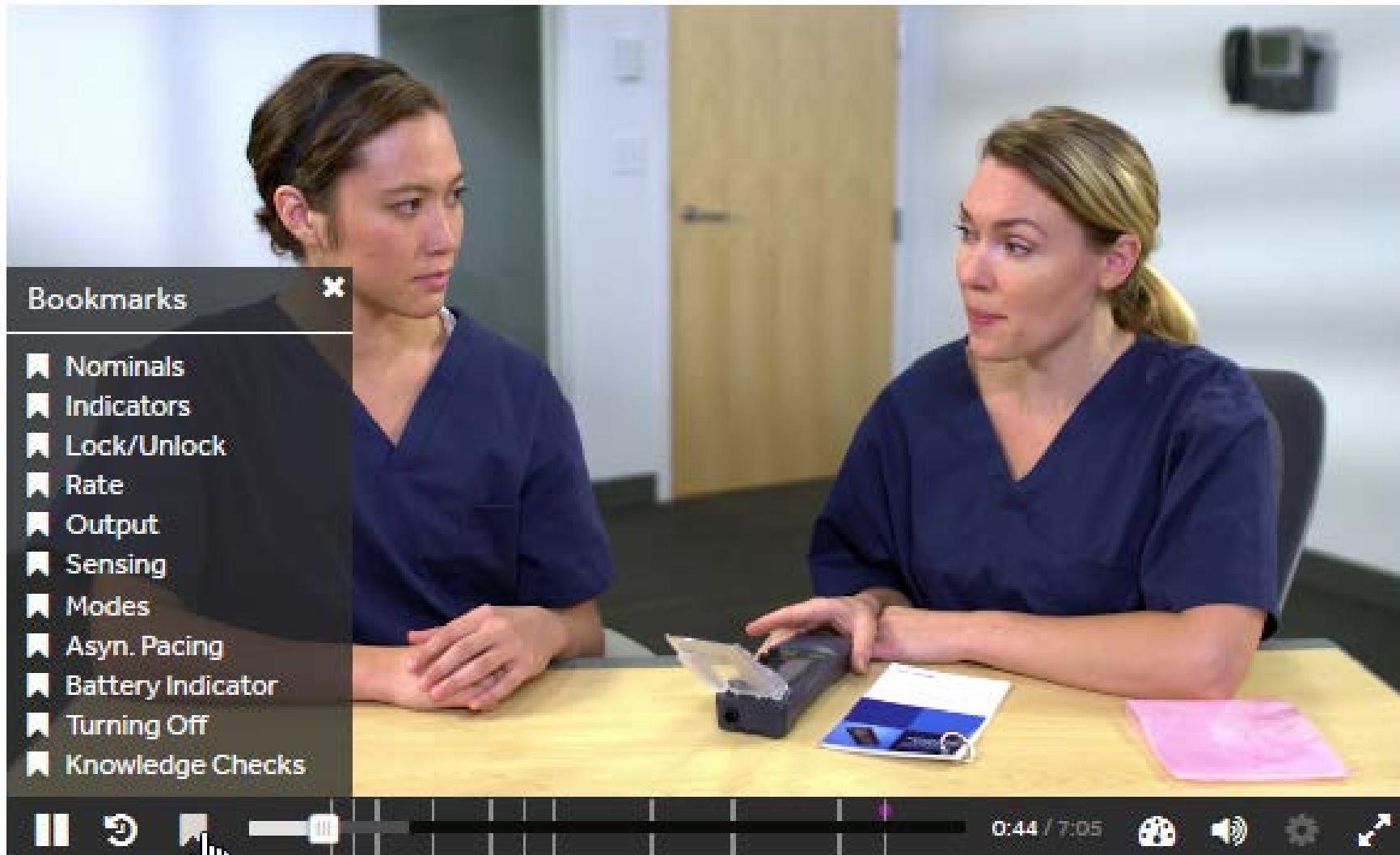
LET THEM EXPLORE THEIR OWN STORY TO DRIVE ENGAGEMENT



PROVIDE INSTANT DOWNLOADS



OFFER CHAPTER MENUS TO QUICKLY FIND CONTENT...



CHOOSE YOUR TOPIC

5388 DUAL-CHAMBER TEMPORARY PACEMAKER VIDEO DEMO

Choose one of the topics to get started

VVI MODE OPERATIONS

AAI MODE OPERATIONS

DDD MODE OPERATIONS

ATRIAL OVERDRIVE PACING

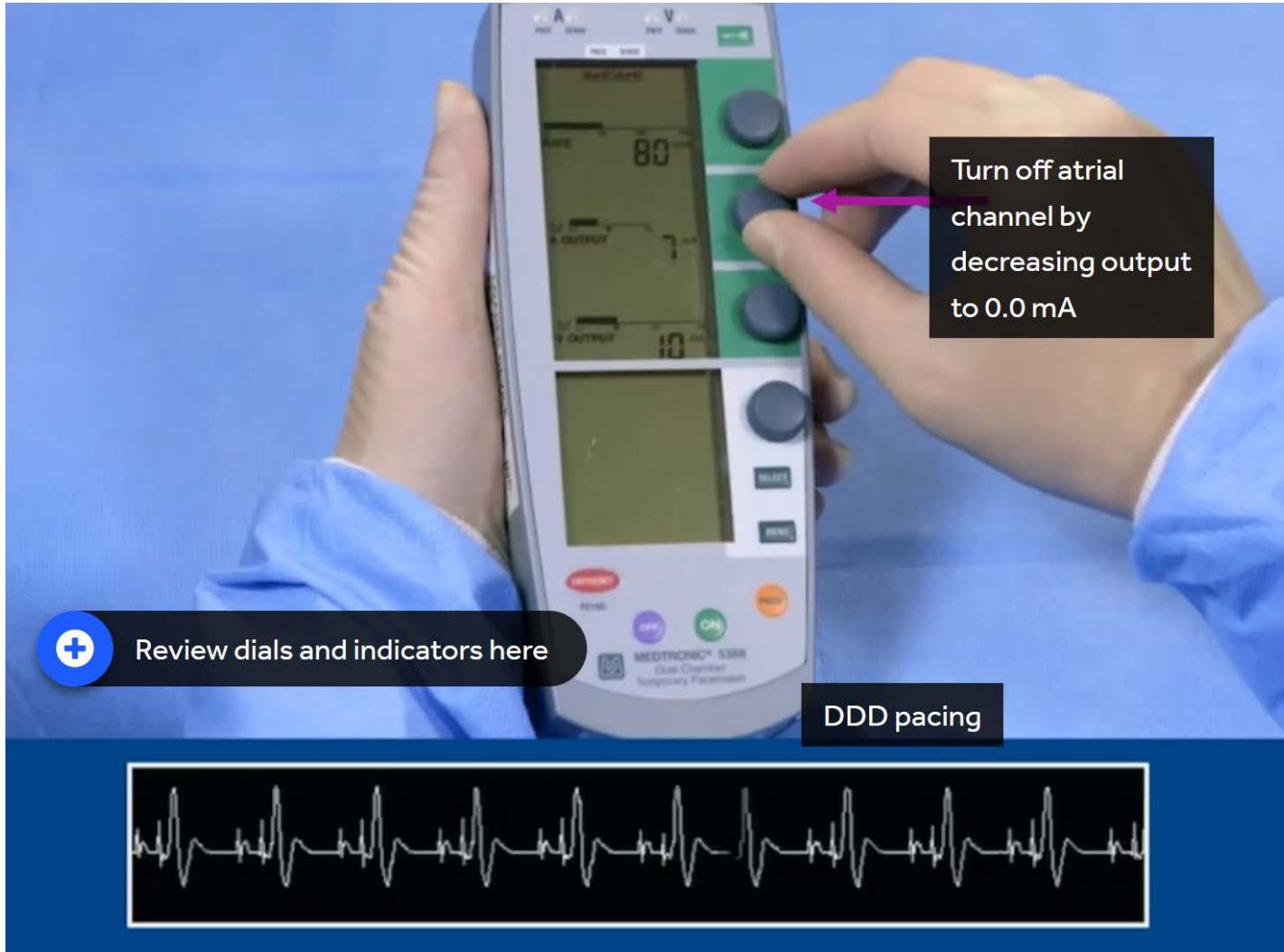
EMERGENCY DOO



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Further. Together.

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OFFER CLICKABLE INFORMATION & ANNOTATIONS



PROVIDE QUIZZES TO CHECK KNOWLEDGE



Once the device is unlocked, which button should you press to enter and exit the RAP standby mode?

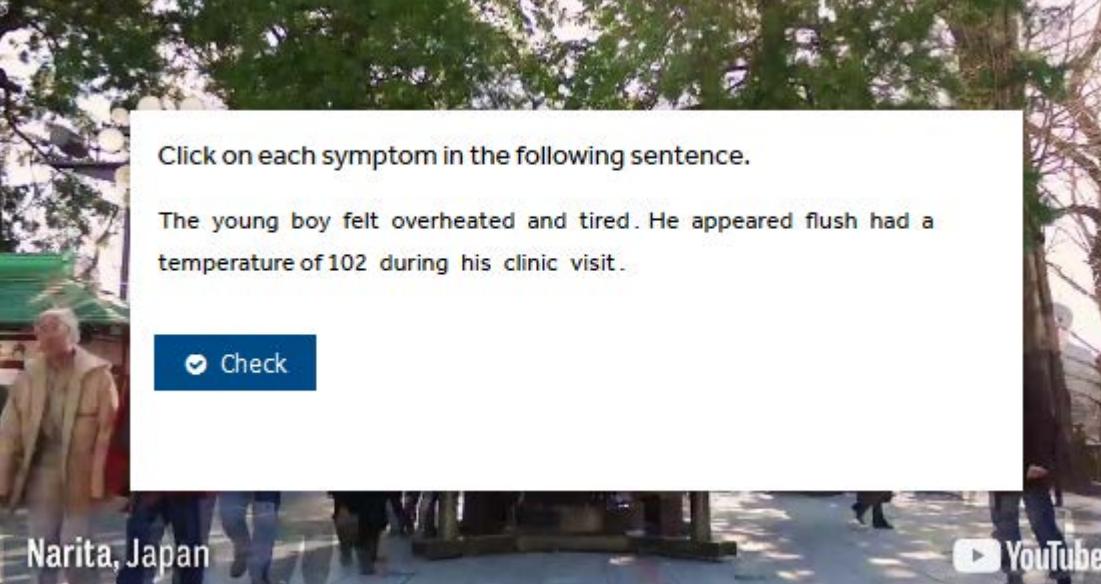
A

B

C

D

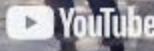
Submit

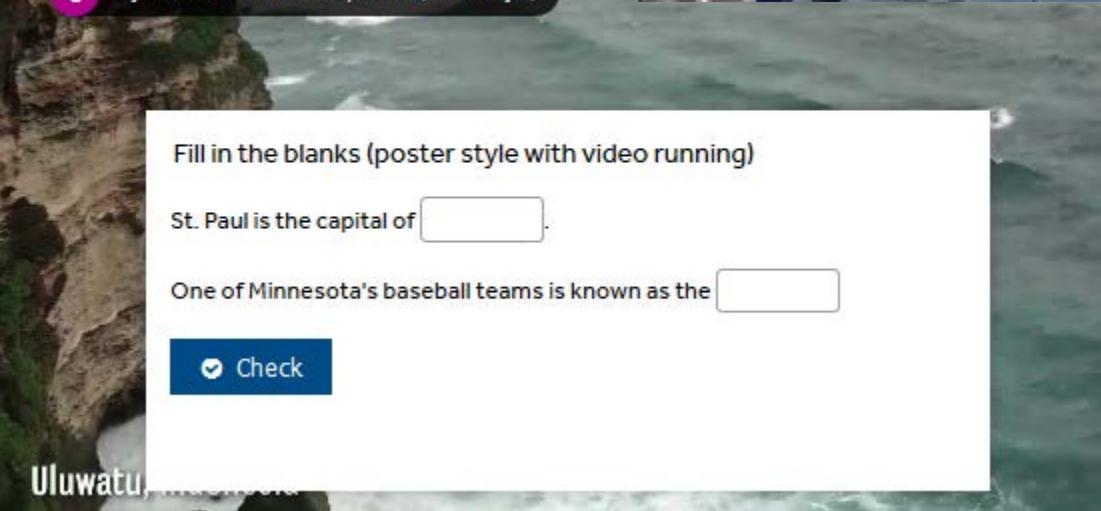


Click on each symptom in the following sentence.

The young boy felt overheated and tired. He appeared flush had a temperature of 102 during his clinic visit.

Check

 Narita, Japan



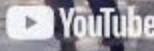
Try a FILL IN THE BLANKS question (button style)

Fill in the blanks (poster style with video running)

St. Paul is the capital of .

One of Minnesota's baseball teams is known as the .

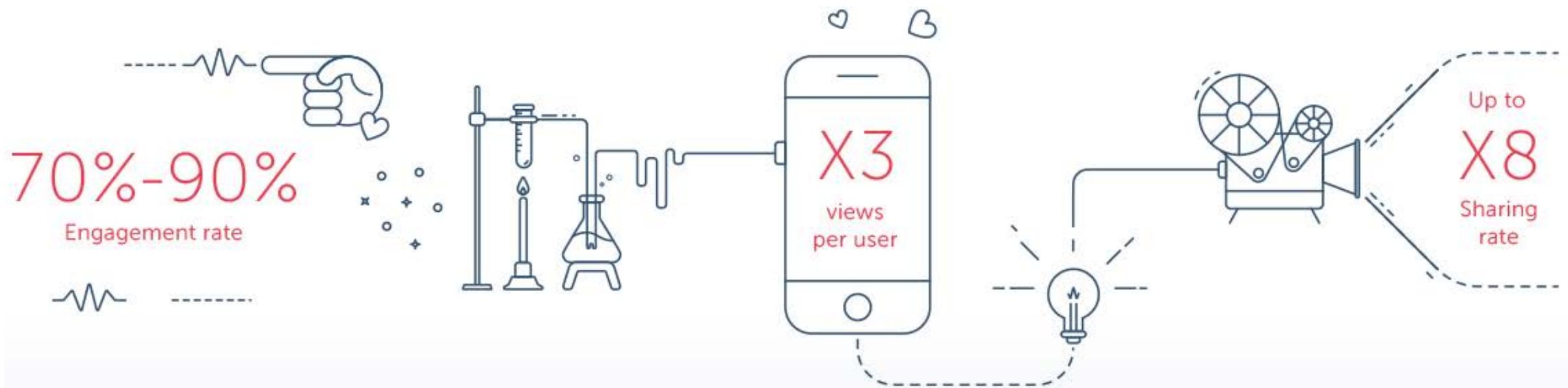
Check

 Uluwatu, ...

WHY INTERACTIVE VIDEO?

RESULTS

Interactive video is a game changer for the video industry, performing higher than linear video across all key engagement metrics



INTERACTIVE VIDEO



Engagement

Interactivity makes videos more engaging and immersive; hence interactive videos make it possible to maintain attention for longer periods than typical videos.

Discovery

One of the very best ways to learn is by discovery. Interacting with videos that provide branching and options can help facilitate this. This promotes learning and increases information retention.

Immersion

Because you can move smoothly and seamlessly from one video to another there are no interruptions or breaks in the narrative. This provides a much higher degree of emotional engagement and immersion for the viewer.

Adaptation

Decision points in the video timeline give you the opportunity to adapt the training to individual viewers. Learners have the opportunity to decide what they want to branch to or what they want to learn. Logic could be added to analyze decisions and adapt the delivery of content accordingly.

Tracking

You have the ability to track user interactions within the video. What the viewer tapped, when they tapped it, what they completed, when they left the video and so forth. These stats can be extremely useful in determining the learner's preferences, abilities, attention span or personality profile. Standard mobile video tracking is rudimentary and can't often provide this level of learner profile detail.

ANY QUESTIONS?



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