

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

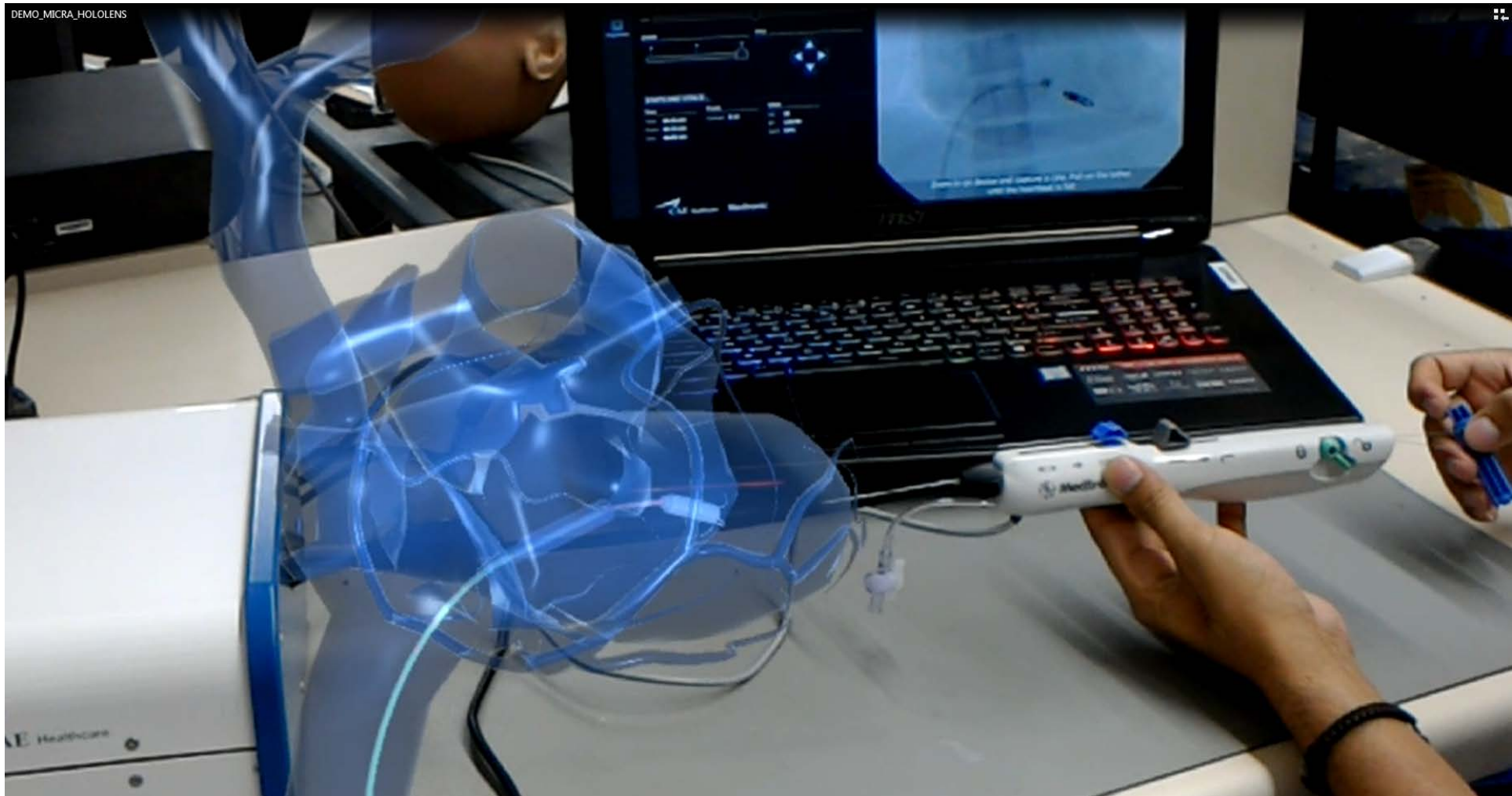
AR – VR – MR

- **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

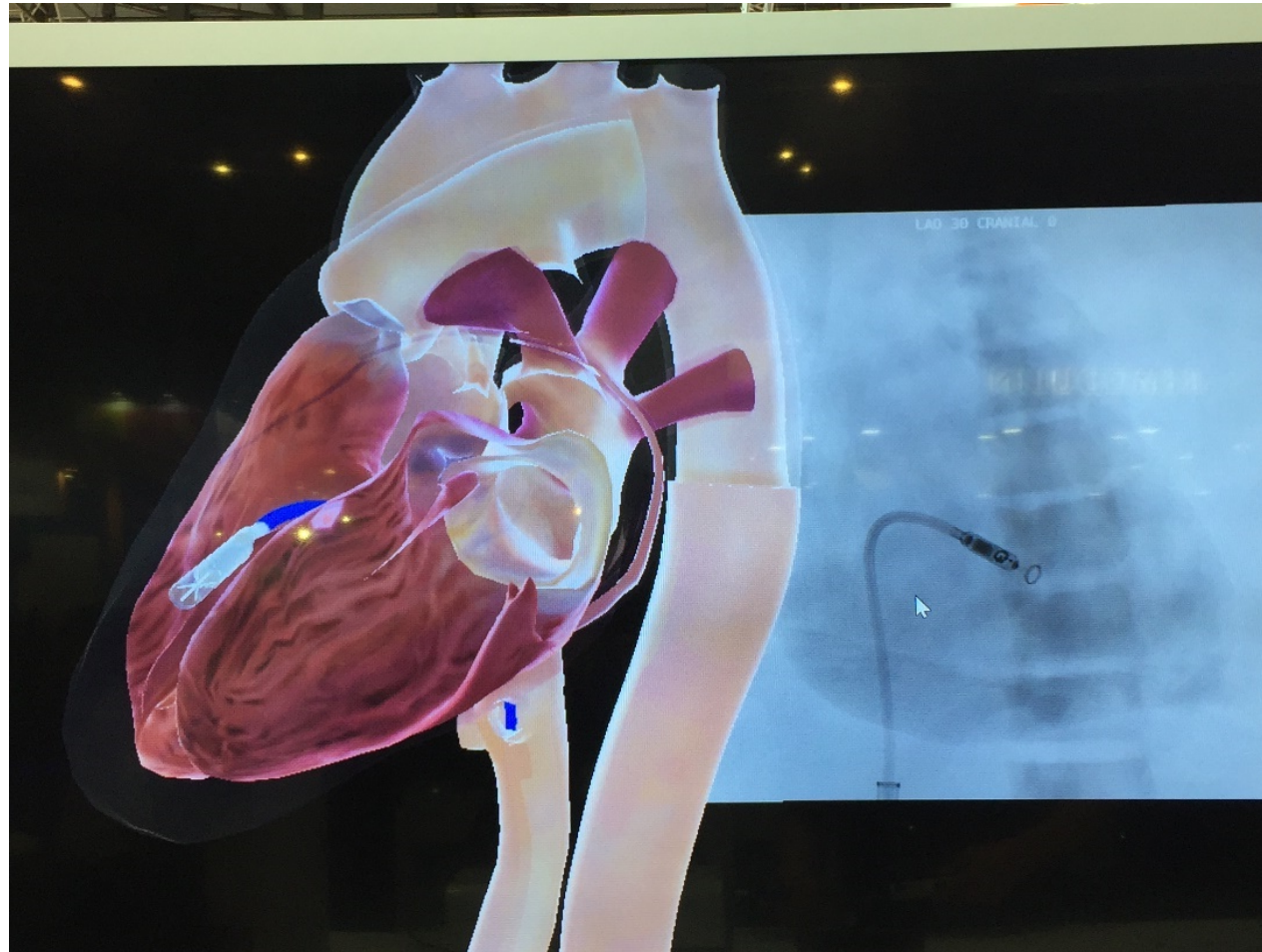
AUGMENTED REALITY



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...

Number of times online every day
early days of the internet **5** | today **27**
41% of time workers spend on things that offer little personal satisfaction and do not help them get work done.

DISTRACTED...

Most learners won't watch videos longer than **4 minutes**

People unlock their smartphones up to **9 times** every hour

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.



2/3

IMPATIENT...

Online, designers now have between **5 and 10 seconds** to grab someone's attention before they click away.

5 Workers now get interrupted as frequently as every **5 minutes**—ironically, often by work applications and collaboration tools

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.

37%
of the global workforce is expected to be "mobile" by the end of 2015

30%
of full-time employees do most of their work somewhere other than the employer's location

20%
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.

~80%
of workforce learning happens via on-the-job interactions with peers, teammates, and managers

Learners are:
asking other people

sharing what they know

at Google, **55%**
of training courses are delivered by an ecosystem of **2,000+** peer learners

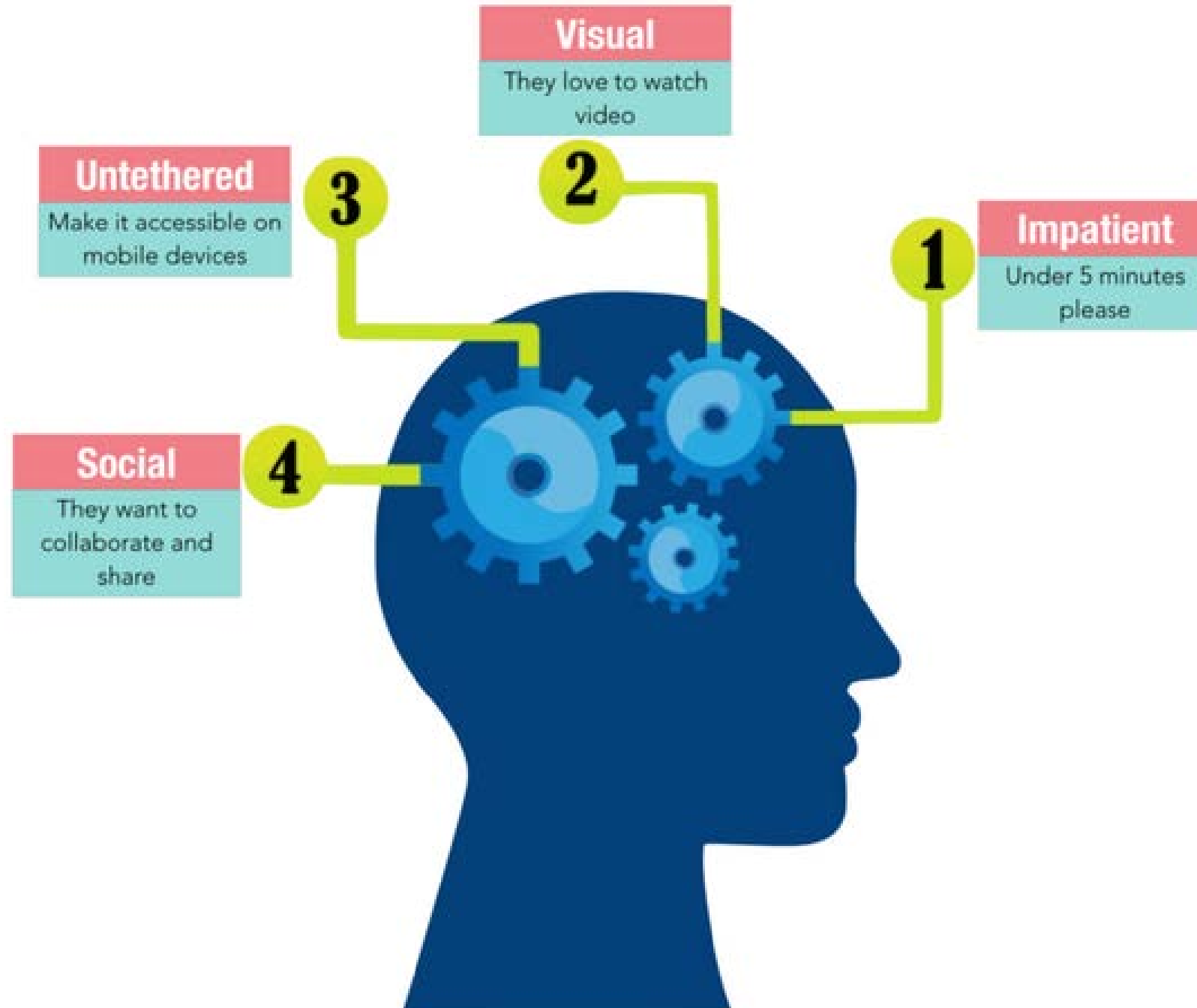
EMPOWERED

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.

2½ to 5
Half-life (in years) of many professional skills

38%
of workers who say they have opportunities for learning and growth at their workplace

62%
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**

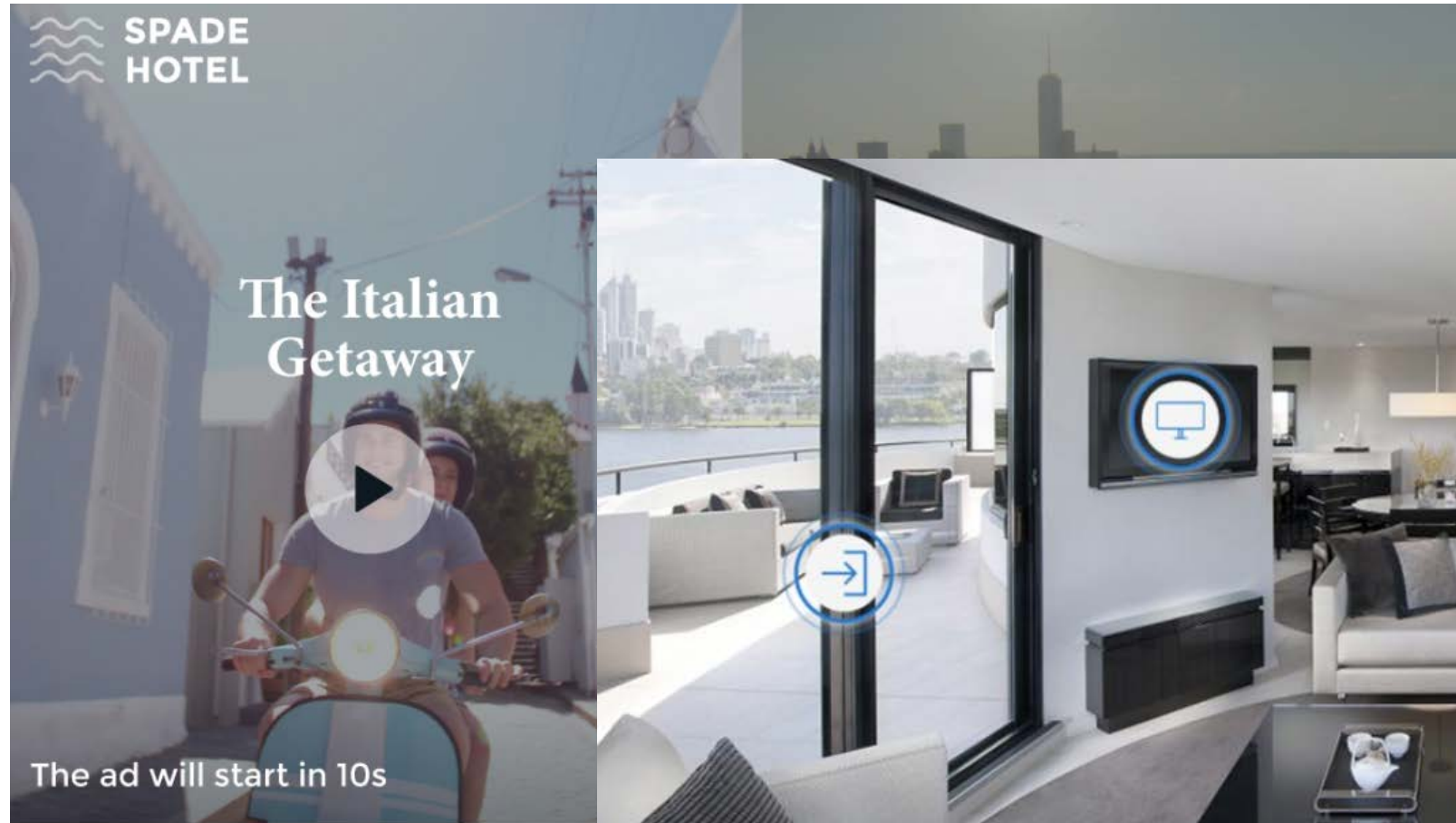
of video are uploaded to YouTube each minute

**600
BILLION
HOURS**

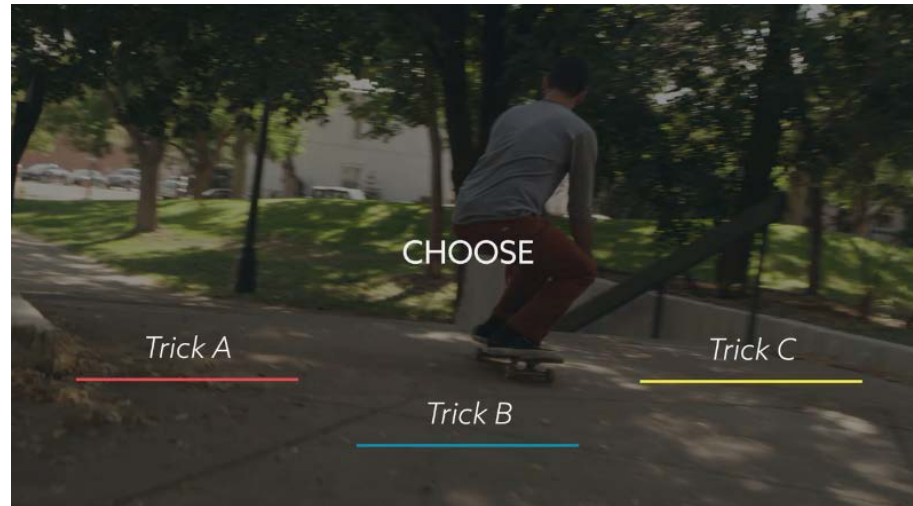
of video are watched each month

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

OFFER CHOICES TO GIVE THEM WHAT THEY WANT



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

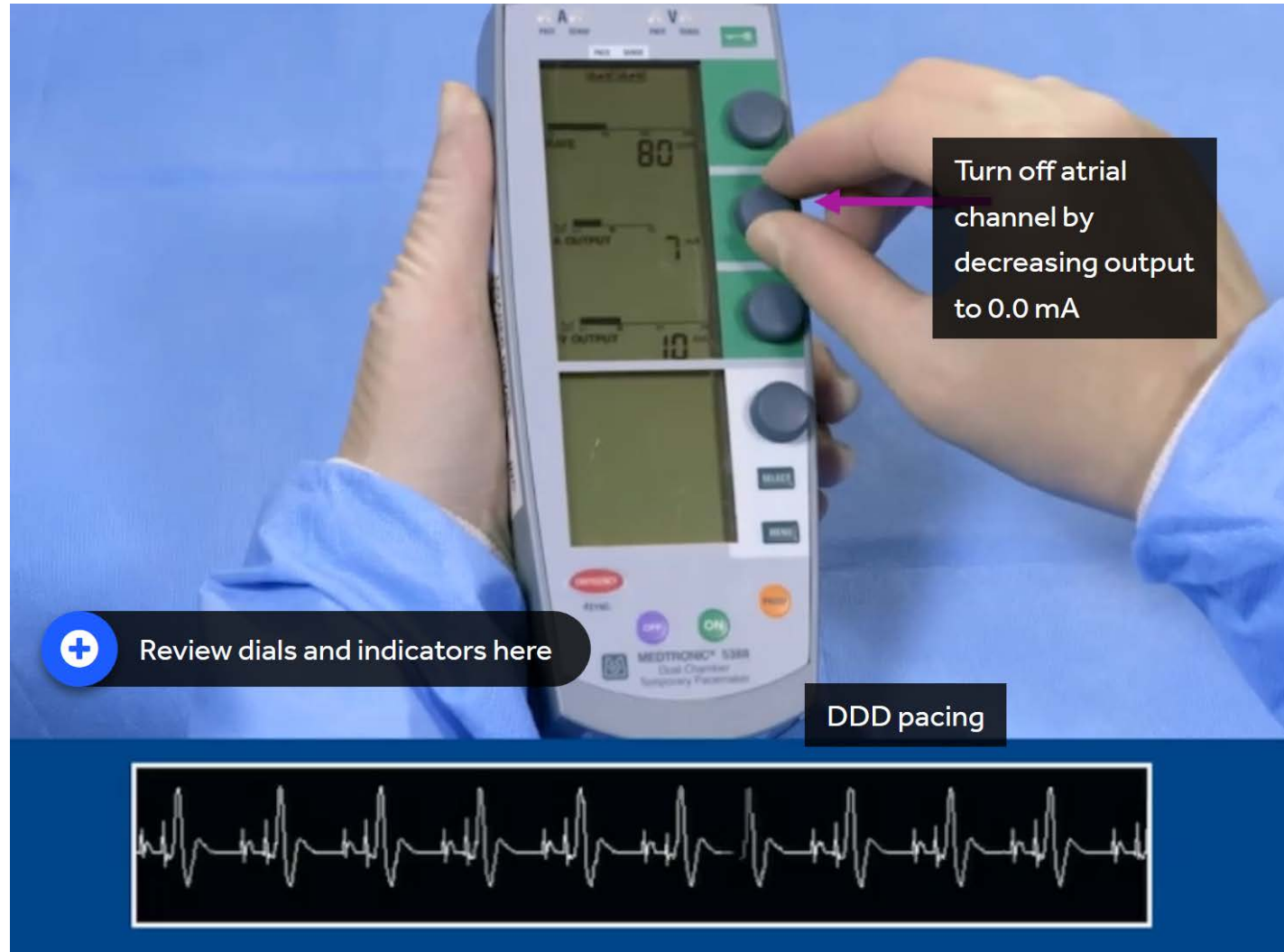
ATRIAL OVERDRIVE PACING

EMERGENCY DOO




Medtronic
Further. Together

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?

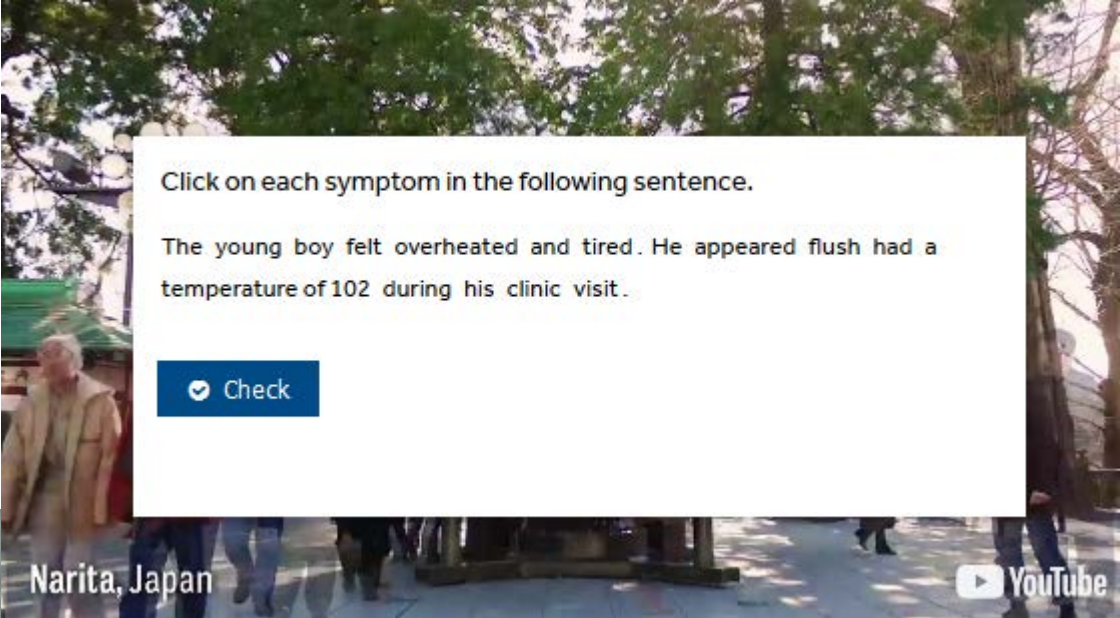
☐ A

☐ B

☐ C

☐ D

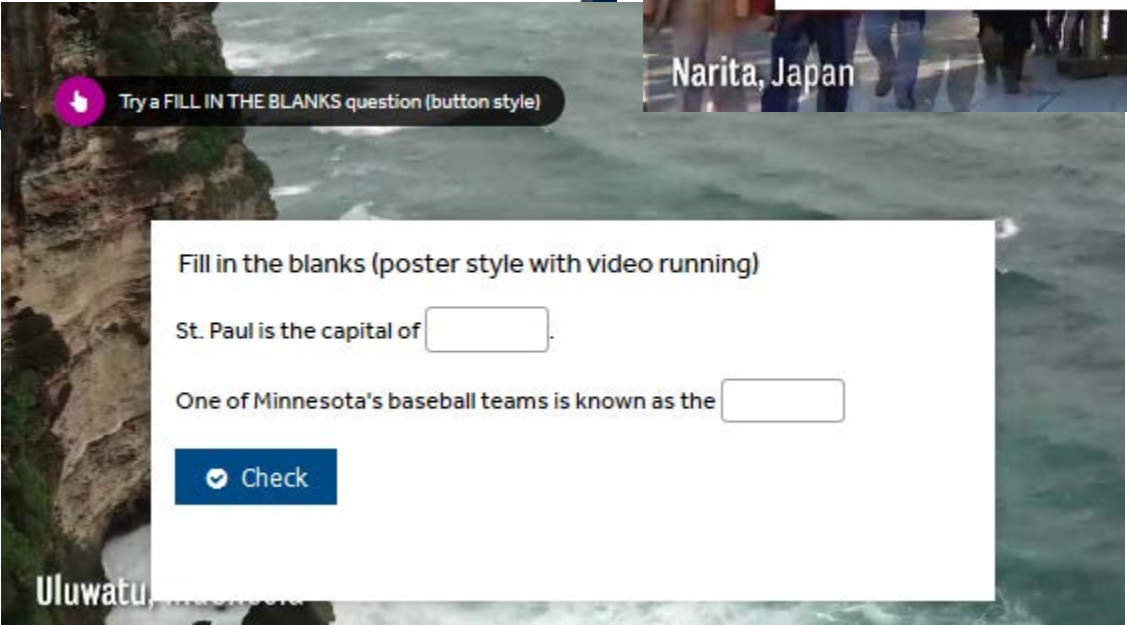
☒ Submit



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



Try a FILL IN THE BLANKS question (button style)

Fill in the blanks (poster style with video running)

St. Paul is the capital of .

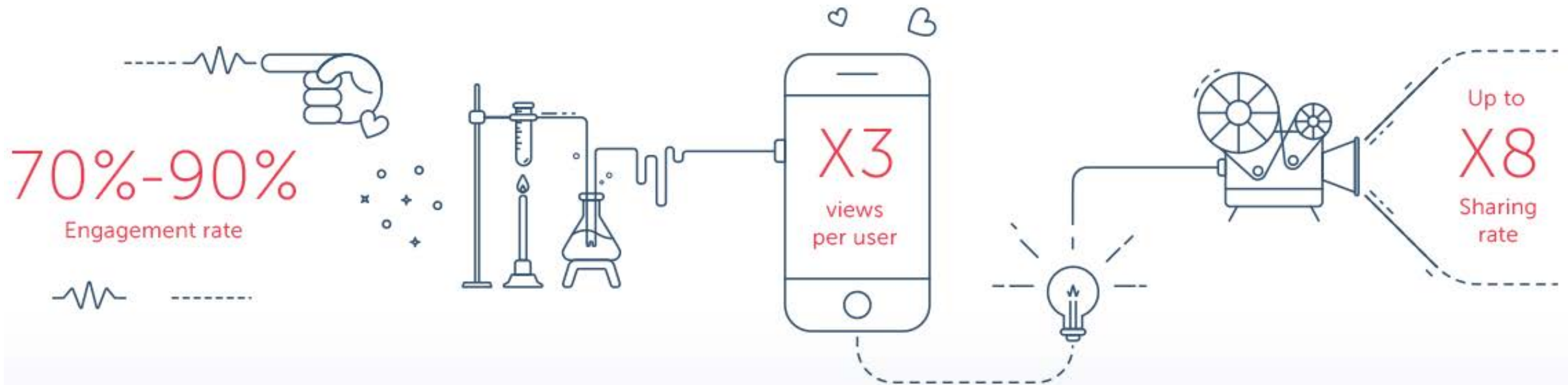
One of Minnesota's baseball teams is known as the .

☒ Check

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?

