

Trident™ Virtual On-Demand (VOD) Training Program



LEARNING CONTENT AWARD FINALIST

Flywheel team: Jeff McMahon, Karen Reece, Sean Lyddon, Erika Lubowicki
Client partners: Teri Orefice and Martha Montgomery

SITUATION ANALYSIS

Hologic needed an asynchronous eLearning program that accomplished the following goals:

- Introduce eLearning to support future growth of the Trident™ Specimen Radiography System
- Offer eLearning to HCPs to supplement or replace instructor-led training and serve as an on-the-job support tool
- Provide HCPs with a premium training experience that aligns with purchasing a premium product and professional services

METHODS/APPROACH

Discovery Phase

Interviews conducted with team members and customers to determine:

- Current Situation vs. Future State
- Goals and Objectives
- Successes and Challenges
- Needs and Opportunities

Design Phase

Immersion in technical documentation and marketing materials resulted in 3 project deliverables:

- Wireframes
- UI Design
- UX Prototype

Development Phase

Development included:

- Instructional design, graphical design, and storyboard and video script writing for:
 - System Overview
 - System Essentials
 - System Administration
 - 50+ succinct on-demand video lessons
- Programming using HTML5/CSS/Javascript
- Video production management
- Assistance in deploying the final program to Hologic's LMS

EVALUATION

Training compliance has dramatically improved with Hologic's customer base since the launch of the Trident™ VOD Training Program in Summer 2016. Training is completed at customers' **own time and pace**.

Additionally, the Hologic Breast and Skeletal Health Clinical Services team was able to redeploy key staff members to support two major product launches.

CONCLUSIONS

Trident™ Specimen Radiography System customers continue to receive a premium training experience with Flywheel's Trident™ VOD Training Program. Now the Hologic team can:

- Track end-users' initialization and completion of training
- Track the most popular on-demand lessons and be prepared to answer future inquiries
- Use LMS data to understand use patterns/challenges to inform design of future product enhancements

CLIENT

Hologic Breast and Skeletal Health Solutions

WHAT

Mobile eLearning program on the Trident™ Specimen Radiography System

WHY

Supplement or replace instructor-led training and provide an on-the-job reference tool

HOW

50+ succinct on-demand video lessons—tailored to defined user roles—available on tablets and smartphones

WHEN

Just-in-time training for physicians, nurses, radiology technicians

OUTCOME

Increased training compliance and reduced the time and cost burden associated with instructor-led training; allowed Hologic to redeploy team resources to two large-scale product launches

ABOUT FLYWHEEL PARTNERS

With clients in the fields of pharmaceutical, biotech, and device manufacturing, Flywheel Partners supports companies in developing transformational strategy, marketing communications, and sales force training to power brand growth. Flywheel is headquartered in New York City, with an office in Boston. Flywheel Partners is celebrating 10 years of partnership with our clients this year!

For more information, visit flywheelpartners.com.

NEW YORK

90 Broad Street
Suite 2400
New York, NY 10004

BOSTON

165 Washington Street
Suite 207
Winchester, MA 01890

Flywheel's Trident™ Virtual On-Demand Training Program successfully met Hologic's business and training goals!

