

# Education Through Innovation

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### Summary

- Who is Virtual Education Solution (VES)?
- How does VES maximize/leverage customer feedback?
- What role does innovations have in collaborating with external organizations?
- How does VES put the learner in control of their own education?

Virtual Education Solution (VES) has global governance over all curriculum design, virtual education, and the Healthcare Integrated Learning Solution (HILS) for Siemens Healthineers. VES focuses on a single mission: “Innovative solutions for global education”. By expanding the education consultant role into innovation, focusing on design and development efforts of current and future infrastructure, defining new models and creating new best practices, VES is able to deliver optimal solutions to customers, employees, and partners including organizations such as the Center for Disease Control (CDC)

### Situation Analysis

- HILS is an education tool suite to design, develop, translate and deploy virtual Education globally
- PEPconnect is the industry's first personalized education and performance experience for the healthcare professional, designed to increase staff competency, efficiency, and productivity and healthcare outcomes
- Business expectation to deliver value and competitive advantage with education as a differentiator in the healthcare market
- The field of education is continually evolving along with the expansion of technology and the way individuals learn
- Learners want to be more in control
- The wisdom of the crowd is stronger than that of one individual, reason education is moving to social & collective intelligence

### Methods / Approach

- **Think Big:** Challenge project limits and scope
- **Look for Opportunities:** Identify technical, quality, and efficiency gaps
- **Keep Learning:** Research current and future technology for best in class solution
- **Grow Personal Skills:** Project management with in-house specification writing for a stronger education and business aligned product
- **Partner for Success:** Collaborating with outside organizations such as the CDC to enhance educational programs through innovation and technology in supporting the goal of an AIDS free Africa in 2020

### Evaluation

- Continue to evolve the infrastructure, network, processes and approach with advances in human performance through social profiles, propelling enterprise growth
- Collaborating with outside organizations and internal business areas ensures the needs of various stakeholders are met
- Growing user base of over 200,000 customers with a 70% return rate
- Increase Leveraging customer feedback to enhance current 8.5 of 10 customer satisfaction for the best user experience

### Conclusion

The rapidly evolving technology, market needs and learner expectations can make it difficult to maintain a global virtual learning infrastructure, let alone innovate for the future. By growing the education consultant role into innovations, we have revolutionized how our customers learn in an ever connected digital world. This has included expanding the HILS infrastructure with new innovations, creating smarter and faster connections while putting the learner in control. We have also Influenced new products in the market, with customizable modular approach and enhanced performance support, access to education via image recognition technology, and management and administration features as a new commercial product in the Virtual Social Enterprise. Third Party Partnerships will expand the education reach beyond product vendor relationships

### About

**SIEMENS**  
**Healthineers**

Develops innovations that support better patient outcomes with greater efficiencies, giving providers the confidence they need to meet the clinical, operational and financial challenges of a changing healthcare landscape. As a global leader in medical imaging, laboratory diagnostics, and healthcare information technology, we have a keen understanding of the entire patient care continuum—from prevention and early detection to diagnosis and treatment.