



cedar *i*nteractive

Performance
Solutions
Solid
Results

Custom Training Solutions





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Key Factors

- Dedicated to Healthcare
- Baxter Experience & Relationship
- Committed to Quality

Baxter





Roadmap

- **Company Overview**
- Qualifications
- Content Development
- Training Examples
- Lessons Learned



Company Overview

Cedar Interactive

Custom Training Solutions

- Chicago-based company
- Located in Deerfield, IL
- Founded in 1998
- First Baxter project in 2007



Company Overview – Healthcare Focus

Medical/Pharmaceutical:

- Baxter
- Shire/Baxalta
- Abbott Labs
- Previous clients - Roche Diagnostics, Takeda, Osmetech



Major Healthcare Systems:

- Northwestern Memorial Healthcare, Feinberg School of Medicine
- Stanford Healthcare, Stanford University School of Medicine
- Cook County Health and Hospitals System (CCHHS)
- Loyola University Medical Center (Trinity system)
- Advocate Healthcare system



Healthcare Associations:

- College of American Pathologists (CAP, Northbrook IL)
- Hematology/Oncology Pharmacy Association (HOPA)
- Alzheimer's Association
- American Association of Physician Assistants (AAPA)
- American College of Nurse Midwives (ACNM)



Company Overview – Types of Training

- Medical Devices
- Disease State
- Clinical
- Product Sales
- Leadership
- Safety training
- Systems and Software
- Many other topics



Company Overview – Baxter Experience

History

- First Baxter project in 2007, 80+ projects
- Organizational Knowledge (both ways)

Current Open Projects

- Spectrum IQ eLearning Gateway modules - Global
- Deal Earnhart eLearning – US Renal
- EVO IQ eLearning - Global
- Spectrum IQ – French Breakout (ILT) screens - Global
- Adequest eLearning - Global
- Acute Therapies: HCP Educational Strategies Design - Global
- Sharesource Curriculum update – eLearning starting soon - Global
- Renal Sales Handbook – Just finished, online access to documents - US Renal

Company Overview – Baxter Experience

Notable Recent Projects

- Renal Sales Handbook
- Spectrum IQ
- Team PD
- PrismaFlex
- Salesforce.com
 - (US Renal, Advanced Surgery, Hospital Products)
- AKI Foundations
- CRRT ILT



Company Overview – Baxter Experience

Project history

Transforming Care Together eLearning	IG Academy PI course revisions US versions	Gammagard ILT redesign
Compliance Fitness for Physicians test	Elearning Test Development (5 tests)	MMN video conversion and transcription
OBIZUR eLearning conversion to PPT	IG academy (MMN) eLearning US Revisions	Gammagard Package Insert Elearning
Hemophilia B Canadian eLearning	Storyline Troubleshooting - HyQvia & FEIBA, OBIZUR	Sub -Q Game
Pathogenesis Video	MMN Package Insert - Mod 4 updates	PI Academy Tab
Aralast - New Narration	Commercial Lab Reference Sheet	Gamma SC
Infusion Time Calculator	Baxject III test	Gammagard
MMN Package Insert changes - 2nd set	Aralast Conversion	WinRho/ITP production
Legal PPT to Storyline Conversions 1st batch	Market Access ILT Modifications	Immunology - Flash conversion
TCT Zinc work	Medical Affairs - Health Economics	Winrho / ITP phase one
MMN PI Mod 4 Content Changes	eLearning Conversions - PI Overview & MMN mods	Hemo 101
Video Documentation Project	PI Academy courses conversion to Storyline	<i>Plus others</i>

Company Overview – Baxter Experience

Baxter-specific knowledge

- Organizational Knowledge
- Process and tools
 - AdProm
 - Zinc Referencing
 - Derivative Labeling
 - Box
 - Master Service Agreement (MSA)
 - Non-Disclosure Agreement (NDA)
 - SOW in Baxter template
 - Branding

Company Overview – Quality

- **Mission Statement:** To provide learners with maximum return on time invested, while achieving or exceeding our clients' business goals.
- **Customer Service Vision:** We serve our clients as we would like to be served, with honesty, integrity, responsiveness, reliability, and top-quality work; going the extra mile so our clients know they can always count on us.
- **Strategic Vision:** Apply the latest technologies and solid Instructional Design to enable new and better learning solutions, for the benefit of our learners and their organizations. Grow the company organically as warranted to meet client needs.

Company Overview – Commitment to Quality

- Product Quality
- Quality of Service
 - Response time & communications
 - Reliability
 - Flexibility
 - Taking ownership
 - Going the extra mile



Company Overview – Measures of Success

Success of the Training

- Feedback – debriefs, evals
- Continuous improvement
- CSOD Evaluation features

Client Organization success

- Evaluate business results of training

Clients' Personal success





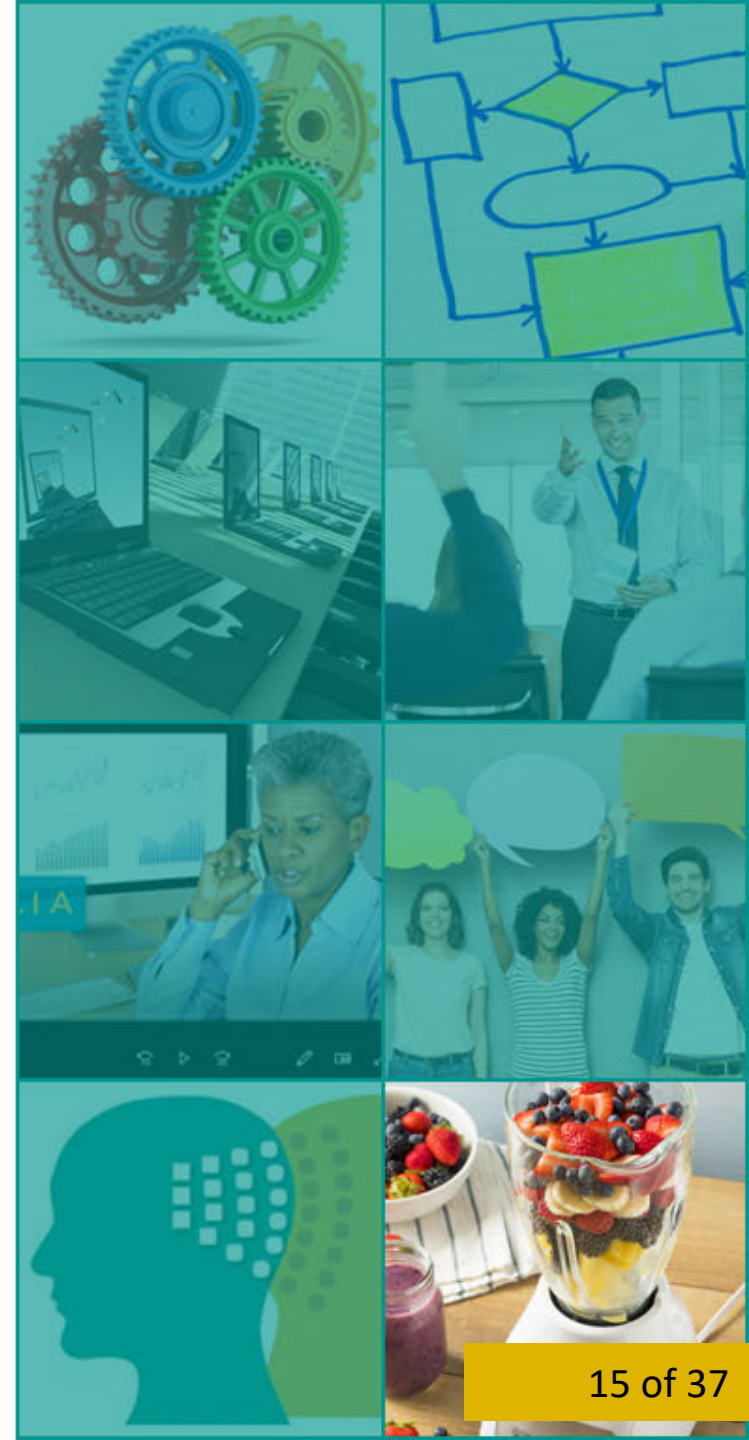
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Qualifications – Services Offered

- Learning Strategy, Curriculum planning
- Instructional Design Consulting
- eLearning
- Instructor-Led Training & Webinars
- Microlearning and Videos
- Collaborative & Social Learning
- Knowledge Transfer
- Blended Training Solutions



Qualifications – Consultative Analysis

- Business goals
- Target Audience(s)
- Content availability
- Organizational Considerations
- Timelines
- Technology
- Design Alternatives
 - Renal Sales Handbook



Qualifications – Instructional Design

- Core Competency
- Clarification - ID
- Learning Objectives
- Adult Learning Theory
- Performance Centered Learning
- Consultative
 - Situational
- Alternatives and recommendations



Qualifications – Flexibility

- Instructional Design techniques
- Tools
- Processes
- Resources and Capacity
- Baxter Environment
- Other Clients



Qualifications – Reliability

- Trusted long term team
- Average 20+ years experience
- Chicago area personnel
- Additional resources



Qualifications – Customer Service Oriented

- Fast response time
- Helpful
- Take ownership and responsibility
- Baxter ready - processes and tools
 - AdProm
 - Zinc
 - Derivative Labeling
 - Current Baxter MSA and NDA



Qualifications – Technical Skills

Tools & Technologies:

- Articulate 360 (Storyline 3, Rise, Review, etc.)
- Captivate, Camtasia, Adobe Creative Suite, SCORM Cloud
- Lectora (Trivantis)
- PowerPoint, Adobe Premiere, WebEx, InDesign, etc.
- HTML 5, SCORM, JavaScript, etc.
- Compatible w Cornerstone OnDemand

Qualifications – How We Stay Current

Association Memberships

- Association for Talent Development (ATD)
- International Society for Performance Improvement
- Elearning Guild
- Life Sciences Trainers and Educators Network (LTEN)
- American Society for Healthcare Human Resource Associates (ASHHRA) subgroup of the AHA
- International Society for Peritoneal Dialysis (ISPD)
- American Association of Critical Care Nursing (AACN)
- Society of Critical Care Medicine (SCCM)

Publications and Blogs

- Training Magazine
- Elearning Magazine (2elearning.com)
- Chief Learning Officer Magazine
- Training Industry Magazine (trainingindustry.com)
- hrPulse (ASHHRA/AHA publication)
- Articulate eLearning Heroes forums
- Thiagi Group (Sivasailam Thiagarajan) – training games
- Vignettes Learning (Microlearning)
- The JAMA Network Online Community



Qualifications – Budget and Terms

Budgeting

- Estimate work
- Blended Rate
- Adjust Scope

Terms

- Not to Exceed
- Milestones
- Hourly
- Invoicing flexibility





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Content Development – Methodology

Processes

- ADDIE
(Analyze, Design, Develop, Implement, Evaluate)
- AGILE/SAM/RAD –
(Successive Approximation Method)
- It depends...

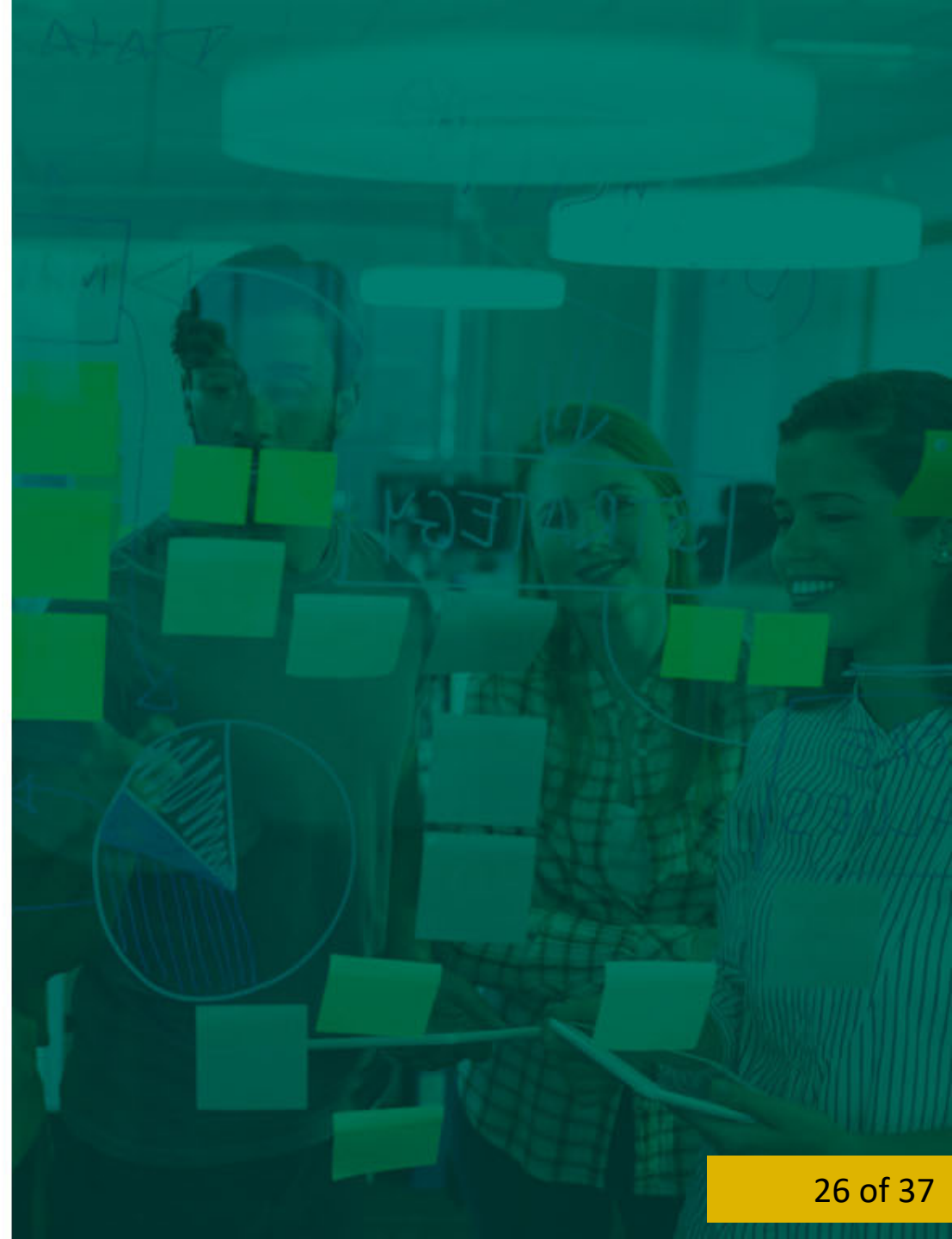


Content Development – Methodology

Elearning Development Process

1. Analysis
2. Instructional Design
3. Prototype
4. Alpha (Baxter AdProm)
5. Beta (Baxter Derivative Labeling)
6. Final

Debrief



Content Development – Methodology

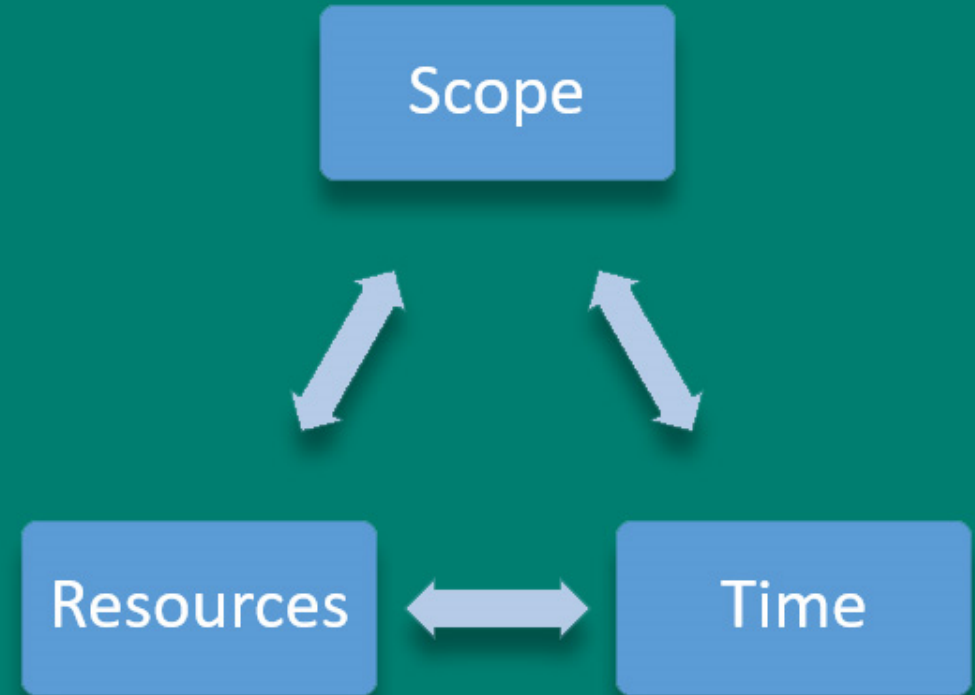
Instructor-Led Training Development Process

1. Analysis
2. Instructional Design
3. First Draft materials
4. Second Draft materials
5. Pilot test
6. Final version

Debrief

Content Development – Project Management

- Protocols per client preferences
 - Weekly status reports and/or calls
 - Tasks, timelines, progress
- Proactive Relationship check-ins
 - Real time feedback – “offline”
- PM Tools:
 - Basecamp – Baxter internal team
 - Initial Assessment checklist
 - Project Tracker DB
 - Clicktime
 - PM software





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Training Examples – eLearning

Baxter

- [Spectrum IQ eLearning](#)
- [Team PD eLearning](#)
- [Renal Sales Handbook](#)
- [Tissue Guard](#)
- [Third Party Partners \(TPP\)](#)

Northwestern Memorial

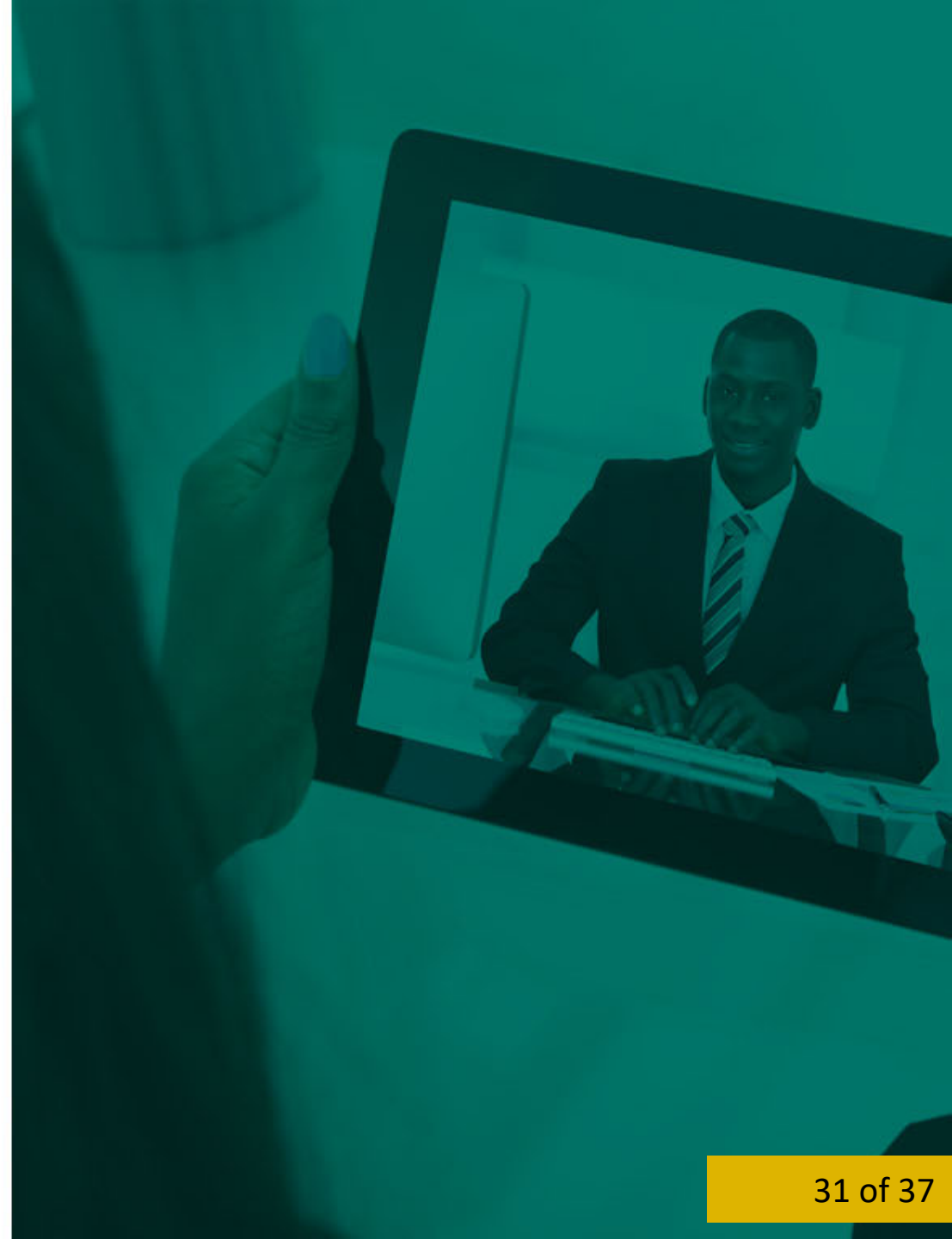
- [Minimizing Opioid Prescribing](#)
- (Feinberg School of Medicine)
- [High Impact Conversations](#)
- (Northwestern Hospital & Healthcare)

Stanford Healthcare

- [Patient Experience](#)
- [Unconscious Bias – Medical Students](#)
- (Stanford University School of Medicine)

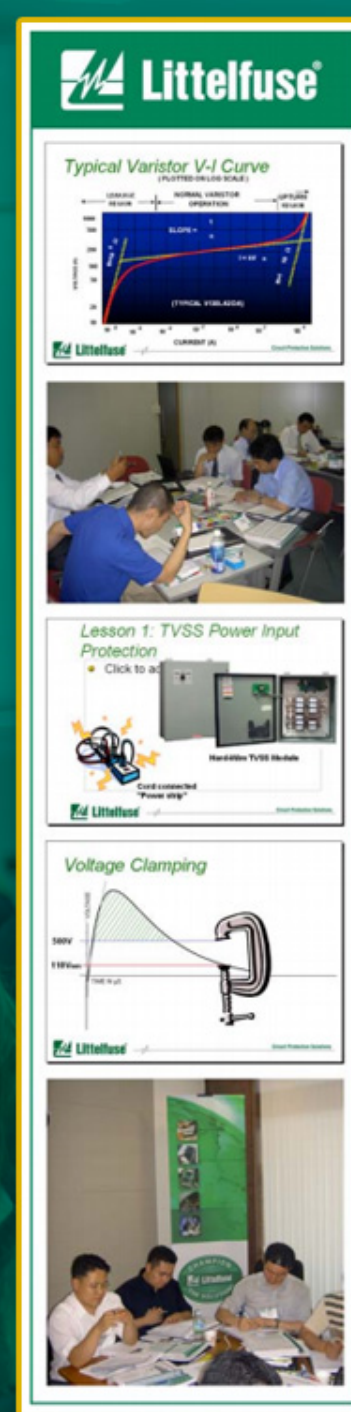
Training Examples – Video and Microlearning

- Stanford Children’s Hospital
[Quality Management System - Whiteboard Video](#)
- College of American Pathologists (CAP)
[CLIA Competency Assessments Video](#)
[Microlearning – Software Features](#)



Training Examples – Instructor-Led Training

- Baxter
 - AKI Foundations
 - CRRT
- Walsh
- Shire IG Academy
- ShareSmarts
- Littelfuse



Littelfuse

Typical Varistor V-I Curve
(PLOTTED ON LOG SCALE)

GRAPHIC: NORMAL VARISTOR OPERATION (UP TO 200V) (TYPICAL VOLTAGE)

GRAPHIC: NORMAL VARISTOR OPERATION (UP TO 200V) (TYPICAL VOLTAGE)

Littelfuse

Lesson 1: TVSS Power Input Protection

Click to add

Hardwire TVSS Module

Cord connected "Power On"

Littelfuse

Voltage Clamping

100V

110V_{max}

Time in us

Littelfuse

Littelfuse

Training Examples – Blended Training

Baxter examples

- Sharesource Value Calculator
- Adequest

Large Scale

- Alzheimer's Association
- Social Security Administration
- Children's Memorial Hospital move to Lurie Children's Hospital





Roadmap

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Lessons Learned – All Clients

Factors of Success

- Project Success: Subject Matter Experts
 - The SME is the Key
 - Expertise, Time
 - Incentives?
- Overall Success: Continuous Improvement
 - Closing the loop with evaluation
 - How do we know...?
 - Business Results
 - User training
 - CSOD evaluation features?





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