



A STUDY IN SUCCESS

Clinical Education Diagnostic Curriculum Improves Efficiency, Comfort, and Safety in a Clinical Care Setting

2023 SILVER BRANDON HALL EXCELLENCE AWARD — BEST ADVANCE IN CUSTOM CONTENT

Founded in 1915, Midmark Corporation is a medical solutions provider focused on the design of the clinical environment to improve the delivery of care. With more than 2,200 teammates worldwide, Midmark **focuses on harmonizing space, technology, and workflows, creating a better experience for caregivers and patients** at the point of care. Midmark is based in Versailles, Ohio.

SITUATION



Having the right type of equipment within the clinical environment can help improve efficiency, comfort, and safety. However, that's only half the equation when it comes to further enhancing the delivery of care. What's often missing — and what many caregivers may overlook — is educating staff on how to use and maintain equipment properly. Education is becoming even more important with the steady migration of procedures and care from inpatient healthcare settings to outpatient settings.

Midmark approached Innovative Learning Group (ILG) to design and build a broad set of learning materials in support of its strategic imperative to drive consistent execution of clinical care standards in ambulatory care. Midmark wanted a partner of ILG's caliber to ensure that the curriculum fulfilled the business strategy and improved performance outcomes for its customers.



SOLUTION

Midmark's education program is focused on helping customers understand how best to integrate Midmark's offerings into their facilities and workflows to ensure a better care experience and improved patient outcomes. For Midmark teammates, the program helps them understand the patient and provider experience better and how medical customers can use equipment and technologies (Figure 1) to enhance the quality of care.

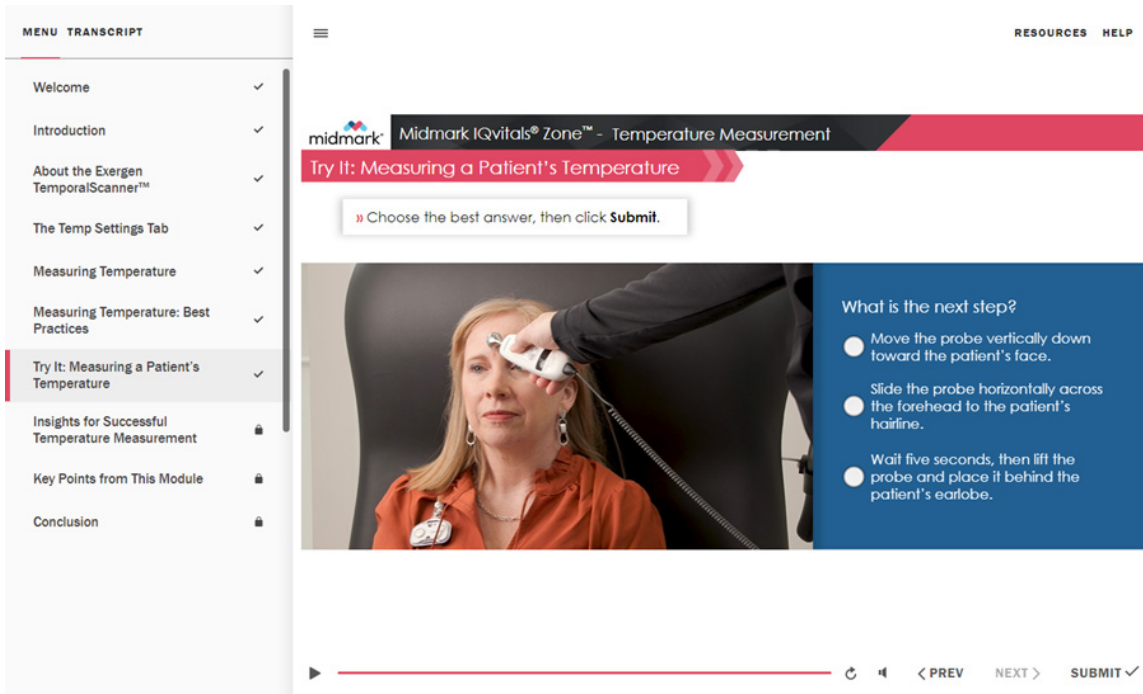


FIGURE 1: CUSTOMER USE OF CLINICAL EQUIPMENT

One of the most important design challenges involved the need to create simple-to-follow, plain (well understood) instructional language that would be easy to implement in a clinical setting. As such, the emphasis was to streamline and simplify overwhelmingly technical descriptions that are traditionally packed with liability-limiting language. For maximum learning value, it was important to separate the essential procedural tasks from other considerations to make it clear what to do (and what not to do).



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For four products, ILG and Midmark created a variety of learning and performance support materials, including:

- **E-Learning Courses:** Taken by clinicians and clinical educators who are new to using Midmark diagnostic equipment, the courses provide information on the products and how patients should be prepped. There are a total of 28 interactive e-learning courses; interactions include hotspot target identification and drag-and-drop (Figure 2).

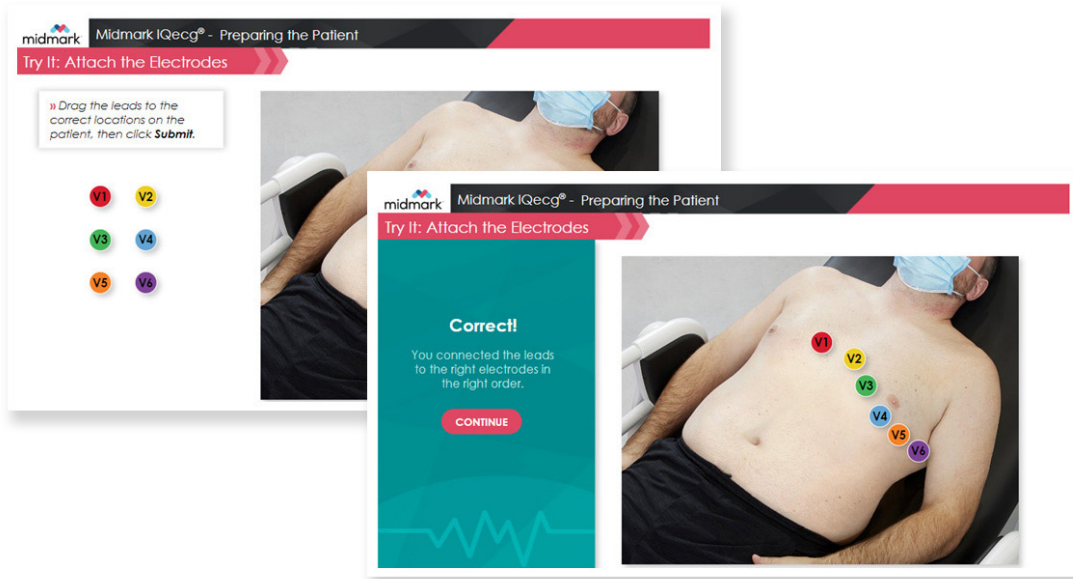


FIGURE 2: E-LEARNING – DRAG-AND-DROP INTERACTION AND FEEDBACK

- **Clinical Educator Checklist:** The checklist ensures clinical educators cover the same material at each customer training session.
- **Clinical Education PowerPoint:** This is used by all clinical educators during each customer education session.
- **Toolkit:** The Toolkit supports clinicians and patients in the healthcare setting prior to and during care. It is point-of-use printed material that includes quick reference guides (Figure 3), posters, and other resources specific to the product.
- **eBook:** The eBook supports clinicians and patients prior to and during care. It contains valuable resources (toolkit material and links to training videos) clinicians can access on the job to reinforce their learning or use when educating new clinical staff.

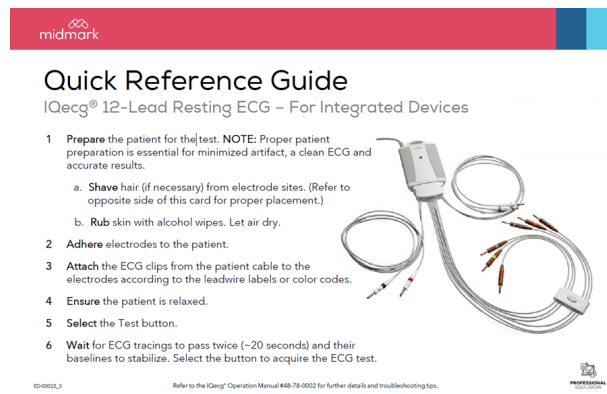


FIGURE 3: TOOLKIT – QUICK REFERENCE GUIDE SAMPLE



RESULTS

Midmark healthcare customers are seeing positive results from its clinical education program. For instance, historically blood pressure (BP) measurement has been one of the most inconsistently performed tests in the clinical environment. Not having a standardized protocol for measuring BP contributes to the inconsistency. Also, there is an increased risk of inaccuracy simply due to human variation when using some methods to acquire BP readings.

This custom training is creating a much more consistent application of diagnostic procedures across each learner audience group. The following comment from one learner sums it up:

"We were working on a clinic-wide hypertension initiative. We've been taking blood pressures manually and were looking to improve how we're taking blood pressure. After the training, everyone took off running and there weren't any problems. There hasn't been any guess work due to having been able to practice, get the materials, and have the LMS training to back it up."

To learn more about how Innovative Learning Group can create custom learning solutions to help improve business results, contact us at info@innovativeLG.com.

ABOUT INNOVATIVE LEARNING GROUP A performance-first learning company, Innovative Learning Group, Inc. creates custom training and tools that help employees of Fortune 1000 companies do their jobs more effectively. Headquartered in Troy, Michigan, ILG is a privately held, certified Women's Business Enterprise founded in 2004 by CEO Lisa Toenniges.

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