

OUTSTART



NEXTGEN
HEALTHCARE INFORMATION SYSTEMS

NextGen Healthcare Customers Learn at a Moment's Notice

NextGen Healthcare is a leading provider of electronic health record and electronic practice management software and IT services for healthcare professionals.

"We're constantly improving and enhancing our products with new features and functionality," said Tara Schulz, Director of Education for NextGen Healthcare. "So every time a new version comes out we want to make sure we efficiently train our staff and customers to maximize the use of it."

THE CHALLENGE

With regard to training its customers, NextGen Healthcare faced three challenges. First, as NextGen Healthcare and its customer list grew, the company looked for new ways to efficiently and effectively deliver quality training to its customers. Second, NextGen Healthcare sought a well-organized and successful way to help its customers who wanted to train their new employees. And third, the company wanted to give its customers the flexibility to schedule their staff training around busy office schedules.

In 2004, NextGen Healthcare considered e-learning as a complement to the classroom instruction it gave its customers.

"We thought e-learning might extend the reach of our instruction. But we had no learning and development department to support this sort of thing," Schulz recalled. "We knew we wanted to educate more customers, deliver our learning right after any software upgrade and do it all on a budget."

As NextGen Healthcare explored e-learning, Schulz wanted technology to deliver courses online and a means by which to reuse content efficiently.

"That's especially important for a company that develops software, since our products build on what we've released in earlier versions," Schulz added. "Our e-learning courses shouldn't change entirely as we move from one version of our software to another."

Schulz wanted a streamlined way to reuse the relevant things from an existing course and quickly add instruction on new features to the same course without doing it manually via a cut-and-paste approach.

INDUSTRY Healthcare/software

SOLUTION

OutStart TrainingEdge.com and OutStart SoftSim™

CHALLENGE

- Efficiently train new and existing customers about NextGen's® products.
- Increase the pace and flexibility of (as well as satisfaction with) customer education.
- Extend the reach of learning.

RESULTS

- Quickly create learning for customers the moment a new version of NextGen's product hits the market.
- Among NextGen Healthcare customers who used OutStart TrainingEdge.com, 80 percent recommended the system's e-learning programs.
- NextGen Healthcare's customers have completed a total of 355,000 courses via TrainingEdge.com.

... we've traveled from classroom training alone to a world where we can quickly create and deliver web-based software learning and simulations to our customers the moment a new version of our product hits the market"

Tara Schulz,
Director of Education for NextGen Healthcare

NextGen Healthcare Customers Learn at a Moment's Notice

THE SOLUTION

As Schulz surveyed the market for learning technologies and reviewed proposals, she settled on a collaborative learning solution called TrainingEdge.com, which is made by OutStart. TrainingEdge.com offered Schulz a learning content management system (LCMS) for course developers to develop, manage, and maintain content; a learning management system (LMS) that automates registering for, tracking and delivering learning via the Internet; and, a collaborative learning platform that connects employees and customers with one another, so they can share ideas and resources.

Along with selecting a collaborative learning system, Schulz added OutStart SoftSim™ to create interactive simulations for web and Windows-based applications. "Giving our customers a simulation of our software was a very effective way to teach," Schulz added. "SoftSim gave us a way to quickly create complex simulations and capture every action a user might have to go through."

Schulz says that the LCMS, LMS, collaborative learning platform and simulation software gave NextGen Healthcare all the facets for a world-class learning and development program, at a price in line with the company's budget.

"With TrainingEdge.com and OutStart SoftSim we could build and manage content, not only e-learning content but also manuals, CD-ROMs, PDFs and instructor guides," said Schulz, "and we could efficiently manage updates to our learning; deploy courses in the way our users

wanted; and, manage the amount of instruction our customers took as well as the order in which they took it."

THE RESULTS

After putting in place its collaborative learning system, NextGen Healthcare's customers began taking e-learning before classroom instruction. This led to better preparation for class on the part of customers. And because NextGen Healthcare was able to cover much of the basic know-how about its software via online courses, the company's trainers could use classroom work to focus on advanced concepts.

The investment in a collaborative learning solution reaped an economic benefit for NextGen Healthcare, too. After taking e-learning courses, customers came to class more familiar with NextGen and its products. This, said Schulz, meant customers were better equipped to set up the software. And that fact alone has helped NextGen Healthcare trim the time the company used to spend implementing its software for clients. "People are much better prepared for training; I know this for a fact," said Schulz.

When customers now buy one of NextGen's products, they gain access to the collaborative learning system and can see an education path for the product that is tailored to their role (i.e., physician, nurse, clerk or system administrator) at a medical practice.

Schulz says that a recent survey of customers showed that 80 percent recommend the e-learning portion of NextGen Healthcare's learning program.

Schulz estimates that since launching the collaborative learning system at NextGen Healthcare, the company has created 400 online courses, 90 percent of which include simulations. NextGen Healthcare's customers have completed a total of 355,000 courses via the system. And the number of customers enrolling in both classroom and e-learning courses has climbed 58 percent year over year.

The LMS portion of the system is supporting hundreds of different education paths for NextGen Healthcare's customers. These education paths give customers the order in which they need to learn about NextGen's products, so fewer customers miss critical pieces of instruction, resulting in increased training efficiency.

NextGen Healthcare reports that its customers log approximately two million page views on the LMS each month. And Schulz requires only half of one team member's time to support the LMS. Schulz says the benefits of the LMS are twofold. First, the LMS gives customers around-the-clock access to take courses. Second, the system easily reports on all the classes customers take after buying a license for NextGen's software.

"In four years, we've traveled from classroom training alone to a world where we can quickly create and deliver web-based software learning and simulations to our customers the moment a new version of our product hits the market," said Schulz. "That kind of agility is a result of having our collaborative learning system."

ABOUT OUTSTART

At OutStart, we're out to solve a big problem.

Most organizations possess a wealth of underutilized collective intelligence around their products, services, and processes. This underutilization negatively impacts employees, customers, and partners, costing precious time and money while hindering performance. Said simply, "what your people don't know will hurt you."

OutStart's social business software and learning systems act like a lifeline: connecting people to the know-how, creativity, and learning they require to be efficient, effective, and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers, who are surpassing their expectations and delivering exceptional business results. The company is honored to have customers like Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, Internal Revenue Service, Lufthansa, McDonald's, MetLife, Prudential, TiVo, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless, and Yum! Brands.

OutStart Inc.

745 Atlantic Avenue, Fourth Floor

Boston, MA 02111

Phone: 617.897.6800

Fax: 617.897.6801