

**Visiting Nurse Service of New York**

New York, New York
www.vnsny.org

Results

- Reduced spending on outsourced eLearning development by 80%
- Cut eLearning project development time from four months to two weeks
- Reduced new employee orientation time by one week
- Achieved 79,800 course completions

Visiting Nurse Service of New York

Committed to patient care at home

VNSNY helps employees gain new knowledge and credentials by creating impactful programs with Adobe eLearning Suite, including Adobe Captivate and Adobe Presenter

The Visiting Nurse Service of New York (VNSNY) is the largest not-for-profit home- and community-based health care organization in the United States, delivering care wherever its patients call home. Approximately 18,000 VNSNY nurses, rehabilitation specialists, social workers, home health aides, and other frontline staff provide expert and compassionate care to more than 163,500 individuals annually in and around New York City as well as parts of New York State.

While methods of health care delivery have changed dramatically since VNSNY was founded in 1893, the organization's commitment to helping employees reach their career goals remains the same. Through its culture of continuous learning, VNSNY helps newer health care workers build a strong professional foundation and a path for growth, and challenges more experienced care providers with rewarding new ways to apply their critical thinking and rich experience. VNSNY also supports the ongoing continuing education, licensure, and certification requirements of its nurses, therapists, specialists, and allied workers.

Among the key resources the organization uses to support employee education, training, and professional development is the Adobe eLearning Suite, including Adobe Captivate and Adobe Presenter software. VNSNY relies on world-class Adobe tools for rapidly creating eLearning experiences that engage audiences with multimedia and interactivity.

Leadership and staff members at VNSNY regularly analyze and evaluate the learning needs of employees and design, develop, and implement learning solutions accordingly. Over the years, some classroom training has been replaced with eLearning. When VNSNY developed its first eLearning courses several years ago, the organization created storyboards and then outsourced course development. While the courses were successful and well-received by students, VNSNY began to investigate in-house development as a way to save time and money.

"Some courses needed to be produced faster and it was difficult to justify the expense for other courses that may not have a long shelf life," says Nancy Reyes, Ed.D., eLearning project manager at VNSNY. "Adobe Captivate was the only solution we considered when we decided to move to in-house development. Since implementing it, we have reduced our eLearning outsourcing budget by 80%."

To date, VNSNY has tracked 79,800 eLearning course completions, covering curricula such as Infection Control, Annual Compliance, and Diabetes Self-Management. Additionally, average eLearning project development time dropped from four months to only two weeks with Adobe Captivate, and new employee orientation was shortened by one week with the conversion to eLearning.

VNSNY relies on Adobe Captivate for creating eLearning experiences that engage audiences with multimedia and interactivity, such as dragging and dropping images to create the ideal care team for a patient case presented in the course.



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Nancy Reyes, Ed.D.,
eLearning project manager, VNSNY

Challenge

- Cost-effectively creating eLearning courses for employee training, education, and career development
- Successfully adopting the flipped classroom format of learning
- Reducing the time and resources required to create eLearning courses

Solution

Rapidly create engaging, interactive course content with Adobe eLearning Suite solutions

Systems at a glance

Adobe eLearning Suite. Components used include:

- Adobe Captivate
- Adobe Presenter

Rapid eLearning course creation

Adobe Captivate enables VNSNY to easily transform presentations into interactive, eLearning content using a roundtrip workflow with Microsoft PowerPoint. Developers can import objects, animations, and multimedia, easily update content, and keep PowerPoint and Adobe Captivate projects in sync using the Dynamically Linked Import option in Adobe Captivate. When content has to be delivered immediately, (for example, to make instructor-led content available to people who can't attend a class), VNSNY only has to add audio and a quiz to the original PowerPoint deck.

From its Advanced Interactive Library, Adobe Captivate makes it quick and simple to insert interactive elements, such as animated rollovers, hangman, or a live web page, into eLearning courses. Just one click can also add drag-and-drop games, quizzes, and learning modules. Adobe Captivate also lets VNSNY course developers easily add audio responses to users' drag-and-drop actions.

The Advanced Actions feature enables conditional or multiple actions in each eLearning interaction and VNSNY can create Shared Action templates to use across projects. This helps course developers work more productively by dragging-and-dropping shared actions from an external library.

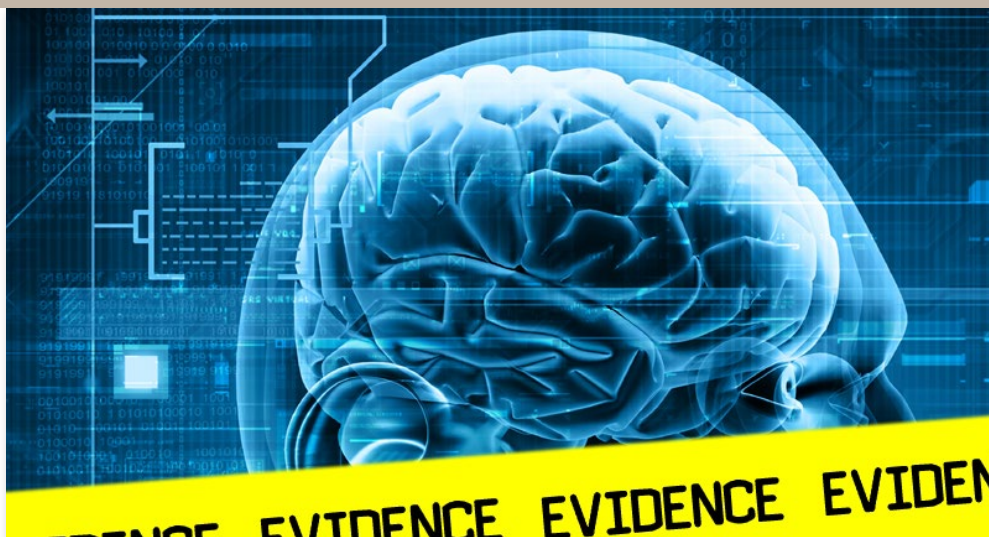
“I'm really looking forward to using the Actors feature in Adobe Captivate 7,” says Reyes. “With the wide range of ready-to-use characters, including healthcare specific characters, and relevant backgrounds to put them in, we can improve eLearning by giving it a personal touch.”

Engaging video education on demand

Improving student experiences is also the goal of adding Adobe Presenter to the VNSNY eLearning toolkit. The software will help VNSNY enable flipped classrooms, a modern format of learning in which lessons and lectures are delivered through videos. Learners can access video lectures outside class, leaving valuable in-class time for working on assignments and solving problems collaboratively.

For flipped classrooms, subject matter experts at VNSNY typically need no special training or expertise because they can create presentations in PowerPoint. The intuitive interface in Adobe Presenter then guides non-technical users and subject matter experts through the process of creating and publishing compelling presentations.

Adobe eLearning Suite will help VNSNY as it moves to provide mobile training to employees by making it easier to publish rich media content in multiple formats for online learners using desktops, notebooks, tablets, and smartphones.



"The analytics dashboard integrated into Adobe Presenter is fantastic," says Reyes. "Our learning management system provides details about course completions and quiz results, but the Adobe Presenter dashboard empowers instructors to detect potential learning problems and intervene early, which dramatically increases student success."

Preparing for the mobile future

VNSNY has been using Adobe Captivate for years. In upgrading to Adobe Captivate 7, the organization gains enhanced support for HTML5-based eLearning content. As mobile, on-the-go learning becomes increasingly important, so does the flexibility to easily import PowerPoint projects, including text, shapes, audio, and animations, into Adobe Captivate and publish them directly to HTML5.

"There are so many great features and updates in Adobe Captivate 7, I'm excited to start using them all," says Reyes. "Mobile is an emerging area for us to provide training to our employees. Adobe eLearning Suite will make it easy for us to attract learners with rich media content and publish it in multiple formats to engage online learners using desktops, notebooks, tablets, and smartphones."

For more information

www.adobe.com/products/elearningsuite.html

www.adobe.com/products/captivate.html

www.adobe.com/products/presenter.html



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