

Case Study Healthcare

An iPad® launch at a global medical device manufacturer gave members of its sales force technology at their fingertips. With success using Flash-based eLearning in the past, the company came to BI WORLDWIDE (BIW) for a new learning approach on the iPad to support a new product launch.

Challenge

Deliver eLearning optimized for iPads and compatible with desktops and laptops.

Solution

Using its chameleon technology, BIW developed custom courseware for the medical device manufacturer's sales force. The eLearning played on the iPad and also was available on the PC platform with the standard corporate versions of Internet Explorer.

Results

The eLearning eliminated the need for in-person training and its associated costs. The sales force now could spend more time in the field with clients. Client experienced high satisfaction and a seamless integration into the manufacturer's existing learning management system. The client also named chameleon as the state-of-the-art eLearning achievement.

“To me, the [chameleon] eLearning module truly represents **state-of-the-art eLearning achievement**, with strong roots in instructional design and focus on learning-by-doing while respecting the learner's time. Additionally, the graphical design and the navigation through the chapters are really appealing and enjoyable **across different platforms, such as legacy systems and mobile platforms.**”

Philippe Potty
Medtronic Training Manager,
Europe & Canada

