

*“Our goal at Genesys is to improve the quality of care by providing our professionals with ‘best practice’ clinical education, and the team at Adayana has been invaluable in helping us make online learning work for our medical professionals.”*

Karen L. Burdick, MA, OTR, Director,  
Genesys Learning Institute.

# Adayana Success Story:

Delivering Interactive Online  
Clinical Education to Doctors and  
Nurses for Genesys Health System

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## Situation

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A member of Ascension Health, Genesys Health System based in Grand Blanc, Michigan, is a \$410 million, regionally integrated healthcare delivery system offering a complete continuum of care to residents in 10 Michigan counties. Its *Genesys Learning Institute* provides accredited continuing education for over 900 nurses and continuing medical education for over 500 physicians. The Institute leverages the expertise of its clinical professionals to provide continuous education for staff on new technology, medical procedures, clinical application and other topics.

Genesys clinical educators and medical research teams wanted to share their clinical expertise in an online environment in order to reach more people with their high-quality accredited education programs. They desired to create an immersive and deep learning experience on subjects not commonly found in healthcare course libraries. The Learning Institute identified several effective in-service programs, unique surgical techniques and discoveries from phase-3 clinical trials as curriculum for online delivery. For Genesys, capturing the top 10 percent of specialized clinical knowledge and skill was critical to fostering a culture of clinical excellence.

## Solution

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The *Genesys Learning Institute* pairs its top physicians, nurse educators and medical researchers with online learning experts at Adayana to design one-of-a-kind e-Learning programs. These highly interactive courses allow learners to view demonstrations of clinical procedures and absorb patient care information at their own pace and at convenience. Topics include hemodynamics, neonatal pain, stent implants and ossiculoplasty.

The ossiculoplasty course, for example, is a 60-minute online session that features Dr. Wayne Robbins, D.O., F.A.O.C.O., who teaches a surgical procedure for reconstruction of the middle ear when it becomes damaged from infection, trauma or congenital disorders. The course covers everything from the implant materials to the ossicular reconstruction technique and the risk factors involved in this surgery.

The stent implants course is produced as a recorded podcast, featuring highlights of the medical research from a recent clinical trial conducted at Genesys. This provides a novel approach to the dissemination of actionable leading edge information beyond the traditional technical medical journal article. Combined, these courses offer learners the opportunity to access new knowledge and control how and when they experience training. And learners can be confident the online courses have the same level of credibility and standards evident in the other physician lectures and nursing in-services sponsored through the Learning Institute. The online components include videos, diagrams, animation, embedded interaction and comprehensive

examinations to facilitate the learning process and keep the content engaging. In some instances, recorded narration by the medical expert personalizes the content and lends even greater authenticity.

Adayana healthcare instructional designers specialize in shaping complex clinical detail into logical learning segments for the average patient care practitioner. These learning professionals apply Adayana's proprietary adult learning methodology to transform the deep expertise of leading clinicians into a practical knowledge-transfer experience for learners.

## Success

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With the support of Adayana, all Genesys employees complete annual health and safety training requirements on the Learning Management System (LMS). With a continuing education program that translates medical knowledge into clinical excellence for patients, the *Genesys Learning Institute* would not depend on any ordinary e-Learning company. "Our goal at Genesys is to improve the quality of care by providing our professionals with 'best practice' clinical education, and the team at Adayana has been invaluable in helping us make online learning work for our medical professionals," says Karen L. Burdick, MA, OTR, Director, *Genesys Learning Institute*. "As excellent educators, they understand complex clinical procedures and can leverage technology to deliver effective learning. They share their e-learning expertise so we can produce additional courses ourselves."