

DEPLOY 3RD-PARTY COURSEWARE QUICKLY AND COST-EFFECTIVELY

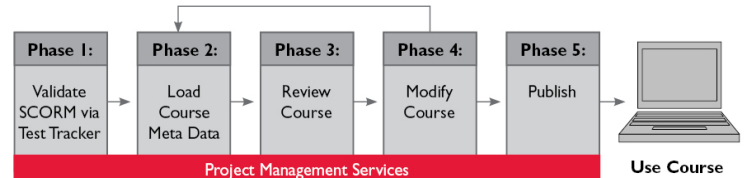
Migrate, Integrate and Optimize New Content for Rapid Delivery on the HealthStream Learning Center

Many HealthStream customers developed online learning strategies that use courseware from a variety of disparate sources. Before they can deliver the new content to learners, organizations must tackle a range of technical tasks. The migration, conversion, integration, storage and hosting of the new courseware onto their learning management platform can delay learning programs, drive up costs and pull staff away from your core business.

HealthStream offers self-service tools such as the SCORM Upload Tool (coming in Summer 2009) to assist customers who wish to integrate new content on their own. For those who prefer an end to end solution, HealthStream offers **Courseware Management Services (CMS)**. CMS accelerates the migration, conversion and integration of new content to allow customers to quickly put content to work on the HLC, removing the burdens, costs and risks of new courseware migration, integration and optimization.

HealthStream CMS experts employ best practices to ensure courseware interoperability, using proven, standardized processes to maximize production, compress time lines and lower costs. HealthStream's Courseware Management Services provides a worry-free solution for organizations needing to optimize and deploy new content to the HLC fast and effectively.

Content Integration continues to be a challenge for many organizations. A 2008 study by Bersin & Associates found that 71% of respondents had "some" or "many" problems with content integration. A report by Expertus & TrainingOutsourcing.com found that the need for improved content integration is listed as a top driver by 64.4% of respondents. HealthStream's Courseware Management Services (CMS) provide permanent solutions to these challenges.



HealthStream's Courseware Management Services allows healthcare organizations to quickly and effectively deploy learning content from a wide variety of sources into the HLC learning platform.

Impact:

Accelerate Deployment and Execution of Strategic Learning Initiatives

- Bring courseware online faster and more effectively
- Reduce the workload on overburdened technical and courseware development staff

Achieve Better Learning Outcomes from 3rd-Party Courseware

- Ensure effective courseware integration and operability with LMS
- Drive higher usage through improved courseware availability

Lower Investment and Business Risks

- Eliminate false starts and rework in deploying new learning content
- Drive maximum value from investments in learning content

This service is essential for:

- Assembling cohesive learning programs with courseware from diverse sources
- Improving learning outcomes through consistent courseware access and delivery
- Deploying third party courseware quickly and effectively

Features::

Courseware Migration

- Migrate SCORM-compliant courseware from 3rd-party LMS to the HealthStream Learning Center (HLC)

HLC Hosting and Storage

- HealthStream hosts SCORM-compliant 3rd-party courseware on the HLC
- Provided through customer's existing bandwidth and storage agreements

Template Creation and Conversion

- Creation of new Macromedia™ Contribute and Trivantis™ Lectora templates to create HLC-compatible courses for use within the HealthStream Authoring Center

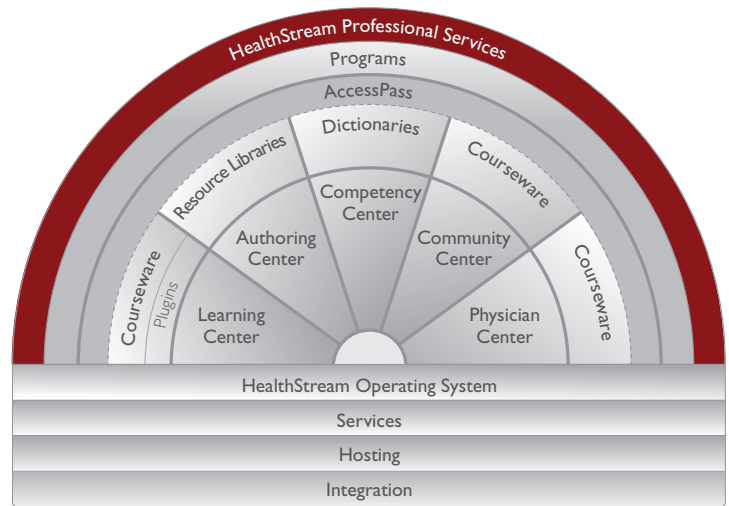
SCORM Conversion

- HealthStream converts 3rd-party courseware to be SCORM and HLC-compliant, delivered by our partner, Rustici Software

Recommended For:

- HealthStream customers who need to deploy 3rd-party courseware on the HLC quickly and effectively without burdens to internal staff

HealthStream's Integrated Solutions



About HealthStream

HealthStream (NASDAQ: HSTM) is a leading provider of research and learning solutions for the healthcare industry. HealthStream focuses on turning "Insight into Action" for leading healthcare providers and suppliers through continuous measurement and adaptive learning.