

INCREASE HIGH-END COURSEWARE CAPACITY

Produce More High Quality, Custom Learning Courseware Without Adding FTEs

Top healthcare providers know that organizational learning is critical to their pursuit of strategic goals, and have deployed e-learning strategies to spread strategic knowledge across their organizations. In addition to courseware that is generally available on the market, many providers require custom, online courseware to address organization-specific requirements. With scarce internal resources for developing content in-house, and limited budgets for purchasing custom content from 3rd-party vendors, many organizations are looking for alternative solutions to meet custom courseware demands.

HealthStream's Virtual Courseware Developer (VCD) services augment an organization's internal capabilities by assigning a dedicated courseware development expert to ramp up production of high quality, custom Authoring Center Courses using Macromedia Contribute™ and/or Trivantis Lectora™.

The Virtual Developer works closely with the customer's subject matter experts and employs HealthStream's best development practices to maximize courseware quality and development productivity. Customers may engage a Virtual Content Developer at 25%, 50% or 100% (FTE equivalent) of the resource for a minimum of one year.

Our Virtual Content Developer enables you to meet deadlines we never could have done on our own. Our HealthStream resource assimilates to your environment and business requirements really quickly, and is able to produce excellent courseware at a fraction of the cost of buying and integrating custom content.

Impact:

Accelerate Production and Deployment of Custom Learning Content

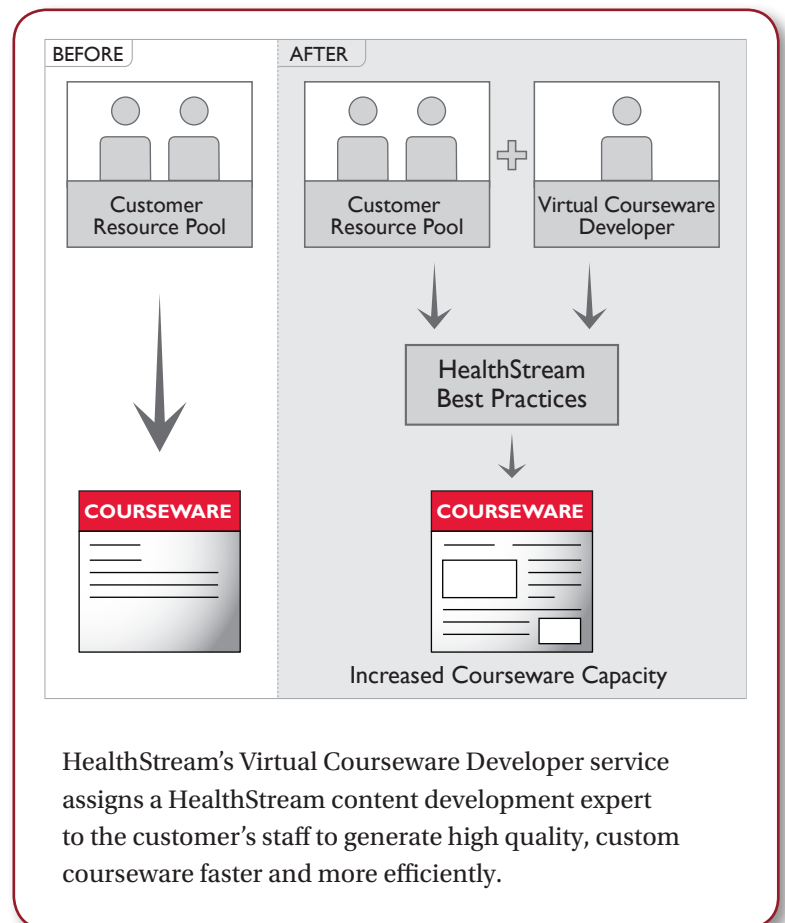
- Bring custom courseware online faster and more effectively

Minimize Custom Courseware Expenses

- Eliminate the need to purchase custom courses from 3rd-party vendors
- Augment internal productivity without the cost of hiring and training an FTE

Keep Internal Resources Focused on Core Business

- Keep internal experts focused on creating high value intellectual property
- Reduce the need for training SMEs on development platforms



HealthStream's Virtual Courseware Developer service assigns a HealthStream content development expert to the customer's staff to generate high quality, custom courseware faster and more efficiently.

This service is essential for:

- Maximizing the production of custom learning content
- Minimizing the need to purchase 3rd-party content

Features:

Dedicated Courseware Development Expertise

- Expert skills in Contribute™ and Lectora™ development platforms
- Utilizes HealthStream's best practices in content development

Deep Familiarity of Customer Enterprise and Requirements

- As part of customer's "virtual staff", dedicated VCD becomes integrated into the customer enterprise

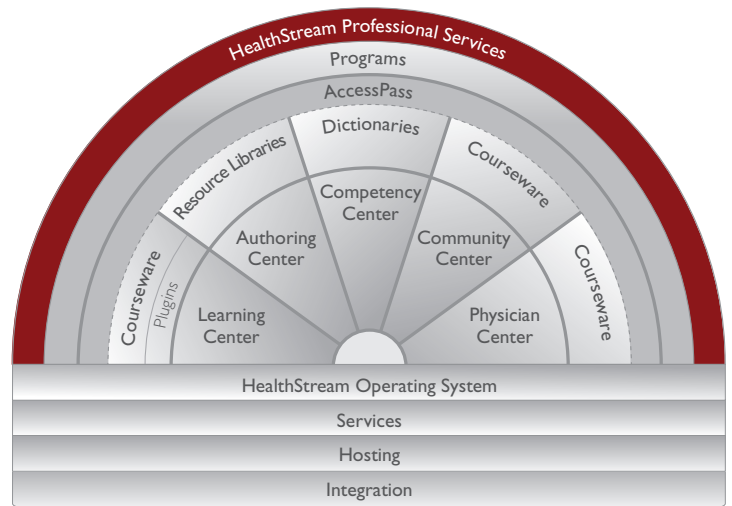
Flexible Contract Options

- VCD is available as 25%, 50% or 100% FTE equivalent

Recommended For:

- HealthStream customers who require augmented courseware development capacity

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.