

MAXIMIZE VALUE OF AUTHORED COURSES

Increase the Utilization of Self-authored Content by Applying Our Best Practices

Many healthcare organizations develop large amounts of proprietary learning content to drive strategic learning initiatives, align staff competencies with organizational goals, and respond quickly to new learning requirements. Leading healthcare providers know this content represents a valuable, strategic asset in a knowledge-based, competitive industry. Self-authored learning content can help provider organizations differentiate themselves from competitors, effectively execute strategic programs, and shape the organization's culture and values. As the volume of self-authored content grows, however, many organizations face challenges that can undermine the strategic value of proprietary content. Lack of development and design standards coupled with loosely defined library structures often result in disorganization, duplication and costly inefficiencies. Inconsistent maintenance procedures create real liabilities relating to outdated content and copyright issues. HealthStream's **Virtual Librarian Services (VLS)** helps organizations gain control of their proprietary content. The VLS solution applies proven best practices to the organization's planning, development, management, maintenance and distribution of proprietary learning materials. While maximizing the strategic value of the organization's intellectual property, VLS drives down costs by introducing efficiencies and proven management processes.

HealthStream's Virtual Librarian Services applies standardization to your library structure making content more accessible, more organized and easier to maintain ultimately driving up course utilization.

Impact:

Maximize Strategic Advantage of Self-authored Content

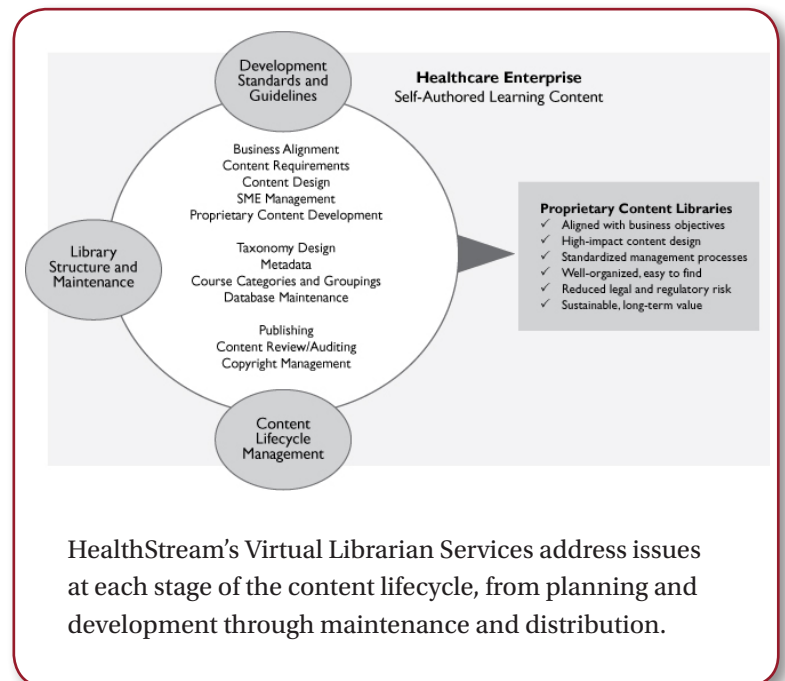
- Speed the implementation of strategic learning initiatives
- Improve the consistency and quality of learning content
- Improve learning outcomes with strategically aligned content and programs

Drive Efficiency to Reduce Costs and Time to ROI

- Standardize content management processes across the enterprise
- Optimize library structures to eliminate duplication and waste
- Streamline learning plan development and course assignments

Mitigate Legal, Clinical and Regulatory Risk

- Eliminate copyright and content ownership issues
- Ensure content is always up to date with latest evidence-based clinical standards
- Manage compliance with regulatory requirements



This service is essential for:

- Supporting organizational growth and change
- Rapid implementation of strategic initiatives
- Driving maximum value from self-authored content

Features:

Development Standards and Guidelines

- Policies and procedures for course development and evaluation
- Instructional Systems design (ISD) and cutting-edge ISD methodologies
- Custom development templates
- Implementing metadata and course categorization strategies
- Designing courses for CE accreditation
- Managing copyright and plagiarism issues
- Test and test question development

Library Structures and Maintenance

- Auditing of existing categorization schemes, course metadata and taxonomies
- Custom taxonomy designs mapped to strategic priorities and initiatives
- Course categorization strategies and metadata schemes
- Integration of self-authored content and 3rd-party libraries
- Design/implementation of e-commerce or charge-back models

Content Lifecycle Management

- Asset pedigree and copyright management
- Regularly scheduled content review and updating services
- Subject Matter Expert (SME) management
- Content auditing services

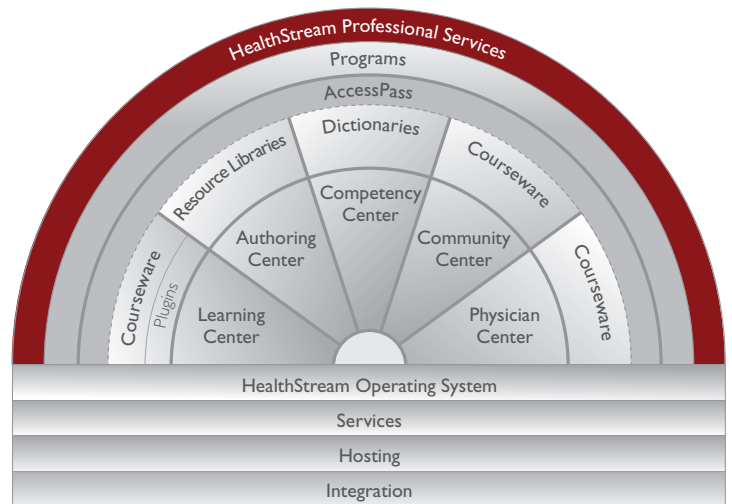
Subject Matter Experts

HealthStream VLS brings the power of HealthStream’s core competencies in learning content management to address the client organization’s challenges associated with self-authored, proprietary content. VLS employs a team of HealthStream experts in instructional systems design, clinical domains, taxonomy and library design, and CMS project management.

Recommended For:

All healthcare organizations that develop and distribute proprietary learning content to achieve strategic advantages and valuable intellectual property.

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.