Client Story

LearningMate's **Artificial Intelligence** Odyssey: **Revolutionizing Training** for a Healthier Tomorrow

INDUSTRY	**SOLUTION**	**PROJECT SIZE**	**CLIENT VALUE**
Health Information	Generative AI Course Development	3 Online Courses	Ongoing

Background

Using AI as a Leap Towards Exceptional Healthcare Education

In a groundbreaking pilot initiative, the a health information management association partnered with LearningMate to redefine the boundaries of education for its members. The ambition was clear: rapidly deploying three top-tier online courses to meet and exceed Coursera's pedagogical standards in Anatomy and Physiology, Pathophysiology and Pharmacology, and Medical Terminology for Healthcare Professionals.

Rapid deployment with high-quality outcomes meant a responsive approach with an experienced partner was needed. LearningMate was the first choice given our expertise built over 20 years within the EdTech space and our cutting-edge approach using AI in facilitating end-to-end course development. Automating various facets of course creation, we could see that the efficiencies and speed of delivery using AI would facilitate the client's response.

> *I have been thoroughly impressed with LearningMate's collaboration in developing our new online courses. Their work exudes high quality, showcasing their unwavering dedication and professionalism throughout the project.*

The Solution

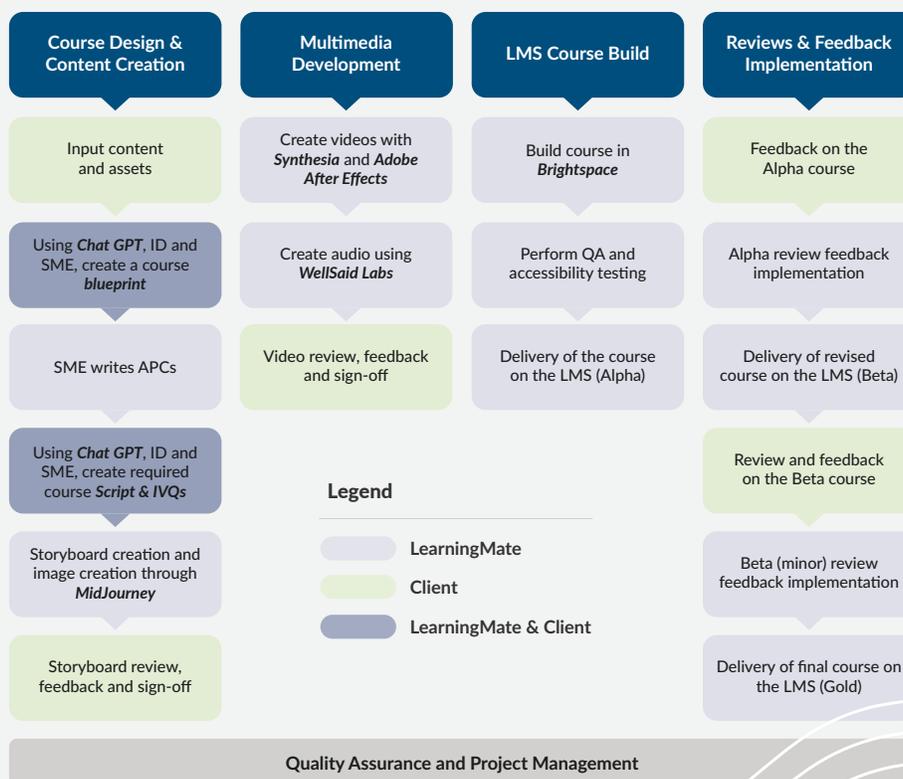## Crafting the Future of Learning

Architecting Knowledge: Each course was meticulously designed as a four-week journey, divided into modular lessons packed with interactive elements, ensuring a robust learning experience tailored to the specific learner. It was important to meet Coursera's requirements, client engagement, and acceptance before stepping into a wonderful partnership between artificial intelligence and human intelligence design and development.

Constructing Excellence: The collaboration was built on a foundation of expertise and AI. LearningMate's Subject Matter Experts (SMEs) and Instructional Design team worked hand in hand with the client to ensure governance and human oversight happened at the right points. Using AI as a starting point, they devised course blueprints and materials, with tools including ChatGPT, Midjourney, Synthesia, and WellSaid, to amplify their creativity and efficiency. The AI-generated content was edited and enhanced by SMEs to ensure it was checked for accuracy, facts, and biases and had the right human-centric approach.

Empowering through AI: The strategic use of AI served as the catalyst for innovation, transforming initial ideas into rich, engaging content that elevated the educational experience. The strength of LearningMate's quality assurance and project management process underpins the design and development. This meant that each step of the process was still under constant review, ensuring AI was a revolution, not a delusion.

You can see the perfect balance of technology and human oversight in the LearningMate's design and development workflow.

Course Design & Content Creation	Multimedia Development	LMS Course Build	Reviews & Feedback Implementation
Input content and assets	Create videos with *Synthesia* and *Adobe After Effects*	Build course in *Brightspace*	Feedback on the Alpha course
Using *Chat GPT*, ID and SME, create a course *blueprint*	Create audio using *WellSaid Labs*	Perform QA and accessibility testing	Alpha review feedback implementation
SME writes APCs	Video review, feedback and sign-off	Delivery of the course on the LMS (Alpha)	Delivery of revised course on the LMS (Beta)
Using *Chat GPT*, ID and SME, create required course *Script & IVQs*			Review and feedback on the Beta course
Storyboard creation and image creation through *MidJourney*			Beta (minor) review feedback implementation
Storyboard review, feedback and sign-off			Delivery of final course on the LMS (Gold)

Legend

- LearningMate
- Client
- LearningMate & Client

Quality Assurance and Project Management

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Navigating the AI Landscape: Understanding the Terrain

LearningMate encountered and overcame challenges inherent to AI integration, such as ensuring medical accuracy and maintaining a cohesive visual narrative, showcasing the importance of human oversight in the AI-assisted creative process.

Insights and Integrity: The Ethical Compass

The journey really highlighted key principles in leveraging AI responsibly, emphasizing the need for meticulous setup, ongoing refinement of content creation guidelines, and the paramount importance of validating AI-generated content against the highest standards of accuracy and ethical considerations.

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> *What sets LearningMate apart is their innovative and collaborative approach, particularly in their use of AI. This has significantly enhanced the educational experience of our courses. Their commitment to excellence and forward-thinking mindset has truly set a new standard in our online education.*

Impact & Outcomes

Charting New Horizons in Healthcare Education

This partnership not only achieved but surpassed its ambitious goals, launching a series of unparalleled courses within the desired time frame. LearningMate's innovative approach, blending human expertise with AI's extraordinary potential, has set a new benchmark for the future of healthcare education, promising a brighter, more informed future for healthcare professionals around the globe.

LearningMate's successful pilot showcased the potential for leveraging AI in up to 85-90% of course development tasks. The project witnessed a paradigm shift in the content generation process and also underscored AI's viability as a transformative force in e-learning content creation. Through adopting a templatized approach, content creation became markedly more efficient. This standardized framework expedited the development process and ensured consistency and quality across course materials.

Overall, using AI redefined the health information association's content strategy and engaged their upper management, initiating strategic discussions to optimize their e-learning content development processes for a healthier future.

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