



LearningMate
prescribes
personalized
learning for Philips
clinical customers

LearningMate™

PHILIPS

The problem | A learning ecosystem on life support

Introducing Philips; global innovators in health technology and recognized all over the world for hospital and healthcare equipment.

Philips may be a technology business, **but patients are their priority**. So product training for hospitals and clinicians is not only vital to making sure customers get the most out of their investment, but it's also crucial to the safe delivery of patient care.

Because the MedTech giant doesn't just want radiographers to be able to work a Philips X-ray machine; **they want to help clinicians detect cancer sooner**.

But Philips' product trainers were struggling to gain sufficient in-person time with time-crunched clinicians. And when they did, trainers felt that

they didn't have adequate information about what their trainees knew or didn't know to be able to personalize a plan with relevant content.

With ongoing healthcare staff shortages, high levels of temporary staff and competing demands for clinicians' time, **Philips realised that their traditional classroom-based learning was no longer appropriate for this busy, highly-skilled workforce**. Lengthy manuals, onsite set-up sessions and day-long training workshops were costing customers time they didn't have, and putting pressure on clinical teams.

Philips needed an intuitive and efficient commercial learning solution to educate clinicians and subsequently deliver better clinical outcomes.

"We couldn't have done it without LearningMate. They brought credibility to this situation and their expertise shone through."

Melissa Kenig, Global Education Category Leader, Philips



The prescription | A regular dose of modular, highly personalised on-demand learning

LearningMate™

When Philips approached us with their learner-centred vision, we knew we could use our innovative 'extended education' expertise to transform their business *and* help them support the professional development of clinicians all over the world. So we scrubbed in and kicked-off with our tried and tested discovery and design.



We consulted with the Philips clinical education team and interviewed product staff, trainers, clinicians and managers to get a deep understanding of their challenges and requirements:

- 1 A lifelong learning relationship with their users, and a subscription model for ongoing professional development
- 2 Personalised training based on role, care area, equipment tasks, and experience -- as well as the latest medical innovation and technique
- 3 Meaningful learning pathways for learners, with assessments and data dashboards to show trainers and hospital managers how clinicians are progressing
- 4 Modular, digital, and scalable learning, available 24/7 whenever and wherever the learner needs it



The global pilot

The program was initially intended for the North American division of Philips, but as interest grew from teams around the world, it quickly transformed into a global pilot to build:



A framework for Philips' learner personas and personalized pathways

We identified 220 learning personas across the Philips product lines and streamlined them into 90 fully mapped out performance models and a correlated learning path.



Personalized digital content

We digitized Philips' traditional content, identifying that a typical 2.5 day training session could be broken down into 120 modular learning objects (with 50% of those objects reusable across other personas). We consulted on how to create digital-first content and highlighted content gaps, showing where content could be repurposed or developed for advanced users and partners.



An intuitive learning platform to sell, consume and track learning

We built a platform where users could log in, view role-specific learning pathways, access clinical reports and papers, and managers could access dashboards to monitor employee competencies and areas for development. We also developed a robust tagging structure to enable content searches and support.

“LM built the whole thing from the ground up. They exceeded expectations - they were amazing!”

Melissa Kenig, Global Education
Category Leader, Philips



The cure | A clean bill of health for Philips' new education ecosystem

As a result of working with LearningMate, Philips has revolutionized its product-based training and developed a new subscription-based business model that will deliver significant benefits to clinicians, leaders and shareholders including:

- ✓ **Clinicians using Philips equipment to its full potential**
- ✓ **Brand loyalty built through ongoing access to learning, support, and professional development**
- ✓ **A flipped classroom model that drives higher value in-person training touches, and**
- ✓ **An additional, sustainable and scalable revenue stream.**

LearningMateTM

Moving their product-centred learning strategy to a person-centred approach will help Philips increase learner engagement, improve learner outcomes and boost life-long learning. All of which will enhance clinicians' medical knowledge; helping to save lives, improve patient outcomes and ultimately create a healthier population.

Armed with the blueprint for a global overhaul to their enterprise education system, Philips is in a powerful position to take their education programmes to the next level, and we're extremely proud to have been at their side from day one.

“This work has led to the growth of the education business by 30% in two years. It's snowballed into a large win, and we've only just started.”

Want to transform your enterprise education program?

[BOOK A CONSULTATION](#)

If you would like to get started with your enterprise education program transformation, please contact us today to set up an initial consultation.