

Making Customer Self-Service a Reality: Fast Forwarding Content Development

MCKESSON

McKesson is the oldest and largest health care services company in the United States of America. McKesson Health Solutions (MHS) helps automate and transform healthcare reimbursement, serving 96% of the top 25 health plans, 91% of Blues plans and over 4,000 provider facilities.

THE CHALLENGE



Product education for McKesson's InterQual® clinical decision support system was costly and inconvenient, leading to poor learning outcomes and customer dissatisfaction. In addition, as more customers negotiated to exclude training from their contracts, calls to InterQual Product Support increased and customer frustration and dissatisfaction grew.

APTARA'S SOLUTION

Designed Interactive eLearning Courses

Aptara assisted McKesson with a blended learning approach to InterQual® product training, which comprised of two learning options:

1. Virtual Program – Self-paced Web-Based Training (WBT) and virtual Instructor-Led Training (VILT) session
2. Onsite Program – Self-paced Web-Based Training (WBT) and onsite Instructor-Led Training (ILT) session

The eLearning courses included:

- Scenario-based instruction
- Role-based curricula
- 'Show-Me' and 'Try-It' simulations
- Self-checks and assessment
- Remediation and supportive / directive text
- Competency and certification alignment

Launched a new Learning Management System (LMS)

- To give customers control of user training
- Manage learners' transcripts
- Facilitate training operations and reporting

THE RESULT

Aptara met McKesson's aggressive timeline, specifically, the move from traditional onsite training to a blended approach.

- Increased purchases of Year 1 training by 47%, with most signing multi-year contracts
- Increased customer satisfaction levels from 6.0 to 6.4 in one year (out of 7.0)
- Increased the number of customers educated by 42%
- Reduced the backlog of support cases from 150 days to 45 days

Aptara's approach increased McKesson's overall flexibility by delivering more training with less staff, dynamic, future-proofed eLearning content, multiple training delivery options, and a new customer centric LMS platform to support customers' requests for greater control of and visibility into user training.