



athenahealth

Providing up-to-date learning to medical professionals is just what the doctor ordered

Overview

The challenge:

athenahealth needed a way to deliver and update training materials to its clients in order to keep up with an aggressive growth schedule.

The solution

In order to increase time efficiency and provide better training for their clients, athenahealth implemented IBM's learning content management system.

The benefits

- Solution was successfully implemented in five months, 30 days ahead of schedule
- Streamlined the creation and updating of content, freeing up valuable resources to create more content
- Significantly reduced the time to develop and manage content and enabled the company to increase the training material it can deliver to clients

athenahealth is a leading provider of cloud-based services for electronic health records (EHR), revenue cycle management and medical billing, patient engagement, care coordination and population health management. The organization connects care and drives meaningful, measurable results for more than 64,000 health care providers in medical practices and health systems throughout the United States.

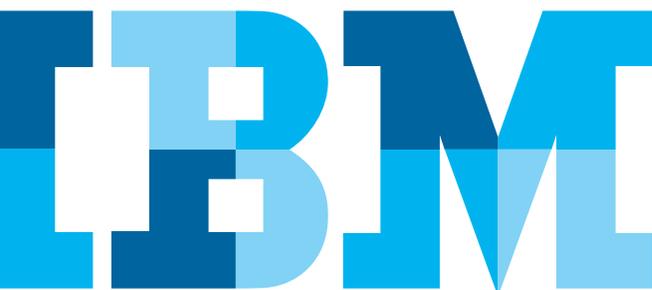
Website: www.athenahealth.com

Advances in the medical field occur at a rapid rate; therefore, it's vital for medical staff to keep pace. The same is true with the front office operations. The staff needs to keep up with best practices and regulations regarding clinical records, insurance, billing, and coordination with other practices and facilities. Staying current can greatly enhance the efficiency of an office and ultimately, the patient experience.

athenahealth's practice management tool for physicians, practices and acute-care facilities helps healthcare professionals stay up-to-speed on the latest changes in technology, health management, and health care regulation. To do this effectively, the technology athenahealth uses must be agile enough to efficiently incorporate up-to-the-minute revisions into a learning management tool for clients.

The challenge: shifting to a learning ecosystem

For many years, athenahealth successfully used a learning management system (LMS) to deliver training to its clients. But with company growth increasing 30 percent a year and an aggressive software release schedule, it became difficult to design and maintain the growing number of necessary courses. Slowly but surely, the process became bottlenecked and courses, increasingly outdated. Even for a small update in a single lesson, the entire course had to be republished, uploaded to the LMS and tested. The first upload would often fail, and



Solution component:

- IBM® Kenexa® LCMS Premier on Cloud
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if a mistake was caught, the entire procedure had to be repeated. This process could take up to an hour, and with more than 150 courses, it consumed a major portion of an instructional designer's time.

“Content loaded to the LMS couldn't be swapped out within a course and instantly updated everywhere it was used,” said Peter Goldstein, Manager of Instructional Design at athenahealth. “A lot of administrative and technical work was required to do the updating, which was time consuming and awkward. We needed a better way of doing things that gave us more flexibility. It was time to re-evaluate our process and systems.”

The solution: moving from an authoring tool to an LCMS

In order to increase time efficiency and provide better training for their clients, athenahealth zeroed in on finding a learning content management system (LCMS) that could support training, as well as other content accessed internally and by clients. One of the main features that drew the management team to the LCMS was its ability to make content easily reusable.

“There is an enterprise-wide goal to do a better job managing content while making it more accessible and making the process more manageable,” Goldstein said. “Being able to post content once and having it spread to many touch points is extremely important to us. That's one of the main features we found valuable in the LCMS.”

After an extensive search, athenahealth selected IBM Kenexa LCMS Premier on Cloud as its solution. What drew athenahealth to IBM's learning solution was its ability to seamlessly scale to larger projects and more users. With the company's projected growth in its client and employee base, it needed an LCMS that could sustain the increased production demand. The Kenexa LCMS allows athenahealth to dynamically deliver content through its LMS allowing updated content to be made available to users instantly —without additional effort. It also allows sections of a course to be updated without republishing the entire course. As a result, athenahealth's clients benefit from having the very latest training available to them immediately.

athenahealth management was impressed with IBM's service and response teams based on talking to several clients that use the learning solution. athenahealth also liked the idea of using a learning solution that was a part of an overall human capital management strategy, and how IBM was investing in this area to better serve its clients. Kenexa LCMS fits into IBM's overall learning and development strategy in creating more dynamic workforces.

“The IBM Kenexa LCMS has allowed us to be much more flexible in targeting our training, and it saves us a huge amount of time,” said Ted Henning, Director of Product Education for athenahealth. “We’ve reduced the lag time between when we make changes and when the content becomes available to clients because the process is now streamlined. What once took an hour or more now takes 5 minutes. It has allowed us to prioritize the updates we make so we can be more strategic about what we give our clients.”

The Kenexa LCMS helps organizations develop, integrate, reuse and assemble content into courses without the need for programming. By using an LCMS, organizations can improve the quality of learning content with automated workflow and review functionality that also eliminates time consuming and error-prone manual processes. An LCMS helps designers quickly find assets, perform impact analyses, modify content and update changes through all learning so the content is exactly what the users need.

The solution: saving time and resources

athenahealth set an aggressive implementation schedule with the goal to have the LCMS online and live within six months. The process went smoothly, and by June 2014, a month ahead of schedule, the Kenexa LCMS was fully operational.

“We switched it on and right from the start, everything worked as we expected it to. From that point, we were able to organize all of our content in the LCMS,” said Goldstein.

Almost immediately, the Kenexa LCMS met athenahealth’s objectives—the ability to update content easily and efficiently, and manage the content more effectively. Using an LCMS has made the process more streamlined, and athenahealth is able to focus on design rather than assembly. As a result, the company’s design and implementation team can accomplish more in the same amount of time.

“Using an LCMS has drastically reduced the time we need to develop and manage an increasing amount of content,” Goldstein said. “This frees us up to do new and innovative things to better support our clients and enhance the client experience. Now our model is moving toward performance support – providing the right training, when we need it, and the LCMS will help us get there.”

For more information

To learn how to build a smarter workforce, visit:
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Software Group
Route 100
Somers, NY 10589

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