



Ortho Clinical Diagnostics

Client Profile

Ortho Clinical Diagnostics, a Johnson & Johnson company, develops diagnostic tools to diagnose cancer, heart disease, infectious diseases, and more.

Business Situation

Ortho Clinical Diagnostics (OCD) was preparing to launch a new chemistry analyzer, VITROS® 5600 Integrated System. In previous product rollouts, training had been offered onsite and only to the customer's senior operators. As they sold more devices, expenses were growing and resources were stretched. With no refresher training after the initial on-site visit, support requests went up and help desk volume spiked.

Solution

For basic theory, operation, and general maintenance, Novatek recommended an interactive eLearning course. With intricate video clips and an XML engine to lower translation costs, Novatek helped redefine OCD's corporate training model.

Results

- More lab operators & new hires trained
- Sales differentiator over competitors
- XML reduced translation costs
- New training model expanded to other products

Training for Medical Devices: Ortho Clinical Diagnostics Uses eLearning Course to Reduce Training Expenses and Reach Larger Audience

In the summer of 2007, OCD approached Novatek looking for a better training solution. Novatek took the time to analyze previous training efforts and break down the needs of the learning audience (specifically, lab operators). In a vision document, Novatek identified that on-site training had too much material to cover. If the customer experienced any staff turnover, there were no further training offerings for the new hires.

Because of its medical industry experience and eLearning expertise, Novatek was awarded the training project over competitors. Novatek's team immediately began a detailed task analysis of the medical device.

Modules of the course were devoted to operation, maintenance, and troubleshooting, targeting the most frequent support topics and repair requests.

With crisp video clips and clickable software demonstrations, Novatek's eLearning course was an immediate success with learners. OCD's learning management system allowed Novatek to track each learner's progress and offer a final certification exam.

OCD could now offer training to every operator in its customer base. The new training model greatly reduced costs and a significant barrier to new customer support. Travel expenses were greatly reduced and global instruction became quickly available. Soon after, OCD consulted Novatek on integrating eLearning into the core training model of the entire company.

"Novatek is quick to respond to our needs; their staff is experienced and professional. They evaluated our existing training model and recommended a new eLearning solution that engaged our customers and provided immediate feedback on their progress. The flexibility and interactivity set us apart from our competition."

Bill Pritchard
Manager, Worldwide Training & Development
Ortho Clinical Diagnostics