

# Budget Hearing Care

## Pharmacy Training



Healthcare Sector



Executive Education



Product & Medical Training



Scenario-based Learning



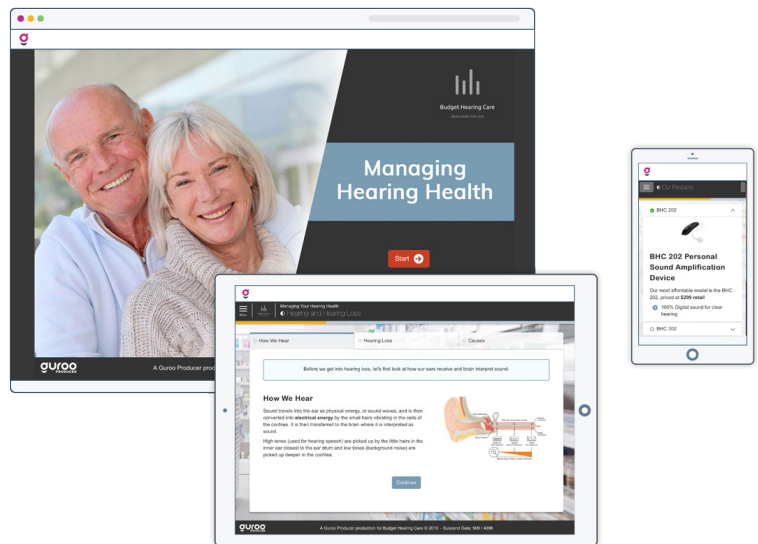
Two 10 Minute Modules



Knowledge Testing



Instructional Videos



### Background:

Budget Hearing Care (BHC) **seeks to connect people with the world around them** by offering their clients an **accessible and affordable**, ready-to-use technological solution to **achieve better hearing**.

Operated by Australian owned company MediPro Technologies, BHC's sound amplification devices envelop much of the same technology as high-end hearing aids, without the associated expense.

Despite the inherent technical capacity of its products, **BHC identified a knowledge gap among pharmacists and pharmacy assistants regarding hearing difficulties and the products available to improve them**, ultimately enlisting Guroo Producer™ to develop an eLearning solution that bridges this gap.

*"Working with Josh and the rest of the Guroo team was very rewarding. They met all of our requirements, took the time to understand our products and had an extremely fast project turn around. The end result was everything that we wanted and more, I would definitely recommend them."*

**David Williams**

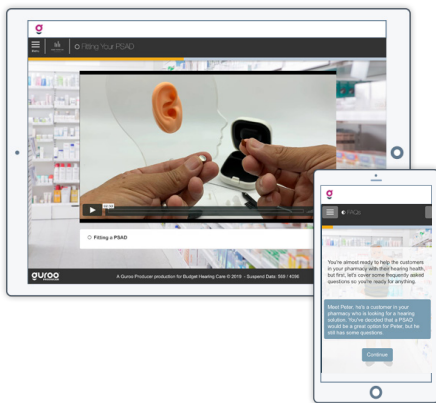
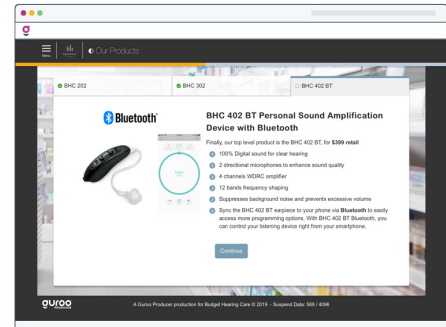
Managing Director of MediPro Technologies

## Problem:

Despite the prevalence of **hearing loss** within Australia, particularly among the ageing population, it often **does not receive the same attention as other medical conditions, leading to the effects on overall health being overlooked**. As such, BHC communicated the importance of developing a learning program aimed at **providing pharmacists and pharmacy assistants with an understanding of hearing health and equipping them with the tools necessary to assist consumers** in their decision to purchase a personal sound amplification device (PSAD).

## Solution:

Guroo Producer™ created a **dual-module learning experience** intended to educate pharmacists on the detrimental impact of hearing health on overall physical and emotional wellbeing, the signs, common causes and effects of hearing loss, how PSADs work in terms of fit and services, and when to refer clients for additional medical assessment.



Consisting of **educational videos and FAQs** developed to equip learners with the ability to engage in informed conversations with consumers, and **scenario-based training and questionnaires** to boost engagement and enable the application and testing of information retention, the program provided a comprehensive and interactive experience that delivered on project objectives.

## Goals and Objectives:



### Product Training

- Train pharmacists and pharmacy assistants on when to recommend a PSAD
- Inform participants on how PSAD's function and how to fit them



### Hearing Health Training

- Provide pharmacists and pharmacy assistants with a broader understanding of hearing health allowing them to recommend customer solutions



### Personas

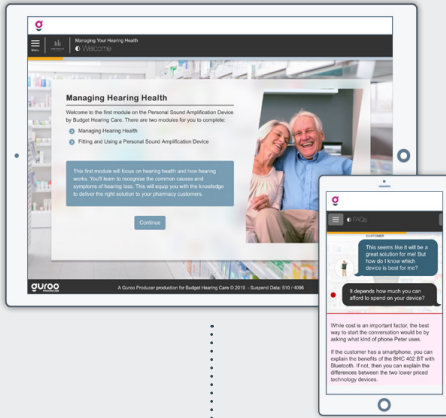
- Inbuilt personas were created to emulate the characteristics of the typified learner
- Diverse levels of expertise and experience among participants
- Reasons for engaging with the program were varied



### Program Requirements

- Two 5-10minute modules and videos
- Hosted on the BHC website with potential for tracking later



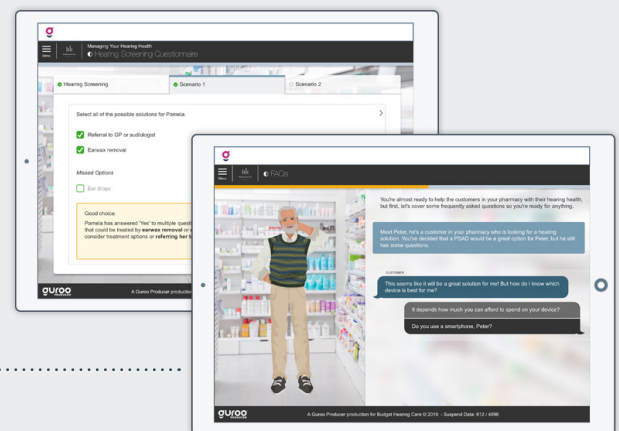


## The Learning Journey:

The Learning Journey encompassed two core educational modules, **Managing Hearing Health** and **Fitting and Using a Personal Sound Amplification Device**.

The modules consisted of various elements intended to supply and subsequently apply information. These methods included, **scenario-based learning** activities, appertaining to the FAQs, **educational and instructional videos** delivered by industry professionals, and **knowledge-based questionnaires** to measure learner engagement and determine the overall value of the program.

The **linear click-through progressionary model** allowed for simplistic navigation through the modules while the incorporation of **scenarios and characters**, intended to emulate real world consumer conversations, **allowed learners to put their skills into action in an unscrutinised digital environment and determine what areas required further elaboration** by revisiting the FAQs provided.



## Results:

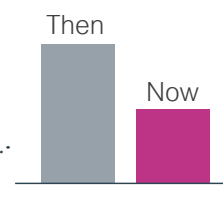
Despite incorporating multiple complex elements, including a complete video production process, **prompt and concise communication with key stakeholders** allowed for the program to be completed with **speed and efficiency**. Along with other programmatic elements, the incorporation of **scenario based learning and knowledge testing was effective in creating measurable results** and ensuring that all organisational objectives were met.



All aspects of the program were completed within a **two week** time frame.



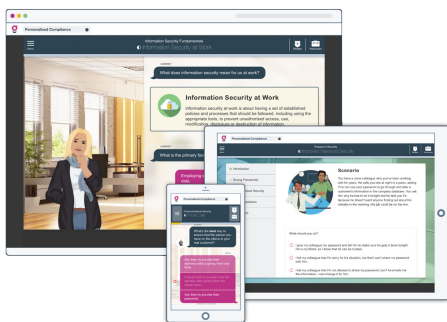
Key decision makers believed the program to be **successful at delivering on objectives**



The need for **face-to-face learning was reduced** as a result of the program



At Guroo Producer™ we are dedicated to placing **immersive, personalised and adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.



Since our inception in 2016, we have delivered hundreds of learning experiences using the Guroo Producer™ Learning Design Platform. Unlike other authoring tools, **the Guroo Producer™ platform supports the entire learning production life cycle** from analysis and design through to development, delivery and evaluation. **Our user-friendly platform** allows for the creation of **customisable scenarios, simulations, video productions and games** that ensure both scalability and consistency across every project. Moreover, the ability to create self-paced, work-integrated and blended **programs that are both data-driven and xAPI-ready** enhances the user experience whilst producing quantifiable and measurable results.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

**Are you a Guroo Producer too?**

[www.gurooproducer.com](http://www.gurooproducer.com)

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