

case study

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our client

1199SEIU | QUALITY CARE AND
United Healthcare Workers East | GOOD JOBS FOR ALL

1199SEIU is the largest healthcare union in the United States. Their mission is to advocate for quality care and the employment needs for all healthcare providers. 1199SEIU also supports Performing Provider Systems as they implement training and offer support for their members. Through the ongoing training and support that 1199SEIU offers, Performing Provider Systems can improve access to high quality care, improve population health and health literacy, and reduce avoidable ER visits and preventable hospital admissions.

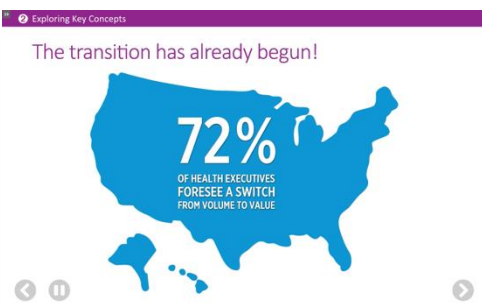
the opportunity

1199SEIU reached out to Second Avenue Learning with a request to create a training module to teach healthcare professionals about New York State's transition from a fee-for-service payment model to a value-based payment (VBP) model. This project would support 1199SEIU's member, the Staten Island Performing Provider System (SI PPS), which is an alliance of clinical and social service providers focused on improving the quality of care and overall health for Staten Island's Medicaid and uninsured populations, which include 180,000 Staten Island residents. Second Avenue was tasked with presenting concepts and policies in a way that accurately illustrates the choices, consequences, and benefits of the transition to VBP. Another important goal was to debunk the various myths surrounding VBP.

The state's transition to VBP is a mandate, not an option, so educating providers on what is to come is extremely important!

We love the visual representation of the VBP Roadmap and the perfectly designed interactive components. Second Avenue's illustrations of VBP policies are engaging and accessible!

Selena Pitt, Associate Director, 1199SEIU League Training and Upgrading Fund



the solution

After listening to the client's goals and researching the transition to VBP, Second Avenue proposed a 10-minute interactive designed to address the following learning objectives:

- 1 Defining VBP
- 2 Exploring Key Concepts
- 3 Illustrating Levels of Risk and Reward
- 4 Myths vs. Facts

Second Avenue worked with 1199SEIU to define the depth of content required and the target audience. Second Avenue

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collaborated with the client to ensure appropriate cultural sensitivity and content sophistication. Second Avenue then created module design, art style, branding treatment, animated character, and audio tracks.

Checks for understanding were incorporated to reinforce each learning objective, and printable learning guides were created to supplement in person training.

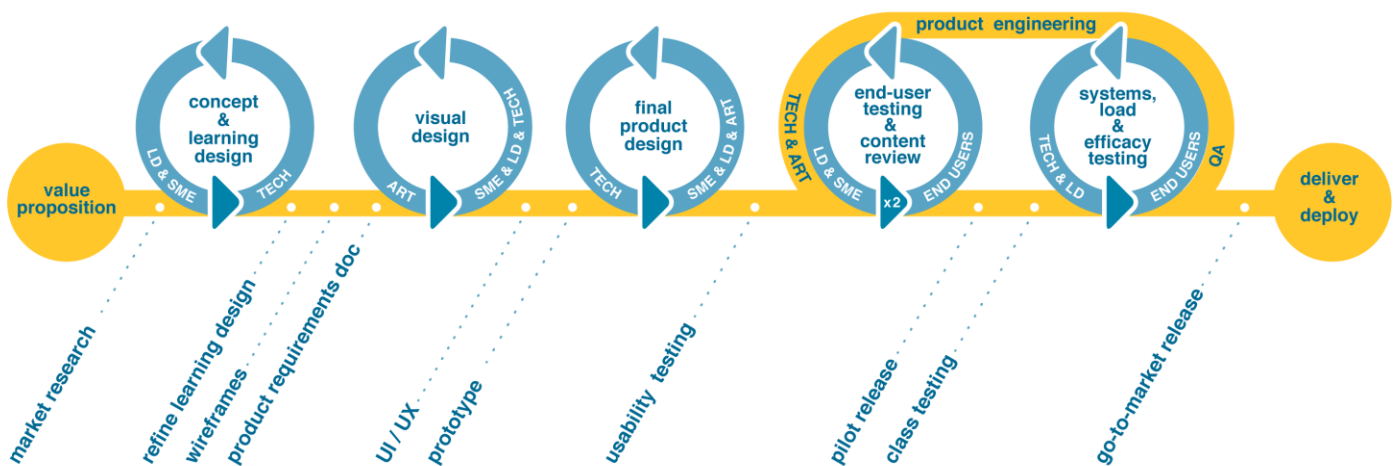


the impact

The module is currently available in the SI PPS network to 74 partners, who now have a valuable resource to consult as they transition to VBP before the year 2020 to meet New York State guidelines.

our process

The learner is at the center of our design. We use our proprietary process for all digital learning consultations. You will be involved in design and feedback through each iteration, working together with experts from Second Avenue at every stage.



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