Client Profile

GroupHealth Cooperative is a consumer-governed, nonprofit health care system that coordinates care and coverage. Founded in 1947 and based in Seattle, Wash., Group Health and its subsidiary health carriers, Group Health Options, Inc. and KPS Health Plans, serve more than 600,000 residents of Washington state and Idaho. GroupHealth Cooperative operates one hospital, six specialty care facilities, seven behavioral health offices, 14 Eye Care offices, and 25 outpatient medical centers, and employs more than 2,600 physicians and nurses. In 2003 GroupHealth began the transition to an EMR (electronic medical records) system.

Business Situation

Senior management at GroupHealth realized early on that successfully implementing a new multi-million dollar electronic medical record (EMR) system wasn’t just about installing new hardware and software. Incorporating training into the overall implementation would be key in helping to overcome the skepticism of staff.

GroupHealth’s JoAnne Kemmer was responsible for developing, implementing and managing ongoing education on their new EMR system over a 24 month period. She realized that it was essential to provide training that would help staff recognize the benefits of the new system and overcome their natural resistance to change.

The Training and Education Challenge

Kemmer and her team had the following goals:

• **Focus on what staff needed to know to do their jobs:** Everyone didn’t need to know everything about the new EMR system; they just needed to know enough to do their jobs.

Lessons Learned:

**EMR Implementation Education & Training at**

*GroupHealth*

**QuickFacts**:  
- Trained over 4,000 physicians, nurses and other staff.  
- Provided approximately 40,000 hours of training.  
- More than 40 educators and support staff.

*We didn’t look at this project as a new system, but as a change to the culture and the way staff interacted with patients. Effective training was going to be key in making it all work.*  

– JoAnne Kemmer, Manager, Integrated Systems Training

*MediaPro was a true partner.*  

– JoAnne Kemmer, Manager, Integrated Systems Training
• Overcome staff resistance: In addition to teaching staff how to use the system, the training also need to “sell” the benefits of the system to the user.
• No negative impact to the patient: The implementation needed to be seamless without any negative impact on patient experience.
• Provide training “just in time”: There couldn’t be a lag between training and implementation. Training needed to happen concurrent with implementation of the new EMR system at the facility.

Collaborating with MediaPro
Kemmer interviewed a number of training vendors and picked MediaPro based on the company’s successful ability to collaborate with clients as well as its:
• Award-winning courses.
• Experienced project management.
• Demonstrated solid performance of successfully meeting client needs.

Measurable Savings
With the help of MediaPro’s core e-Learning courses, GroupHealth was able to:
• Balance training evenly between e-Learning and instructor-led courses.
• Reduce travel costs and time by letting physicians and nurses take e-Learning courses when their schedules permitted.
Physicians in particular appreciated this added flexibility.

Training Metrics
The success of the EMR training and education project at GroupHealth Cooperative is backed up by some impressive facts:
• Eight targeted, job-specific classes that supported the workflow of the staff.
• Pass rate of greater than 95%.
• Over 4,000 staff trained (most staff attended more than 1 class).
• High satisfaction rate.

For More Information
To learn more about this case study and other successful MediaPro e-Learning projects, please contact us at mp.info@mediapro.com or 425-483-4700.

About MediaPro
MediaPro is nationally recognized for producing award-winning, Web-based training solutions that help employees master the knowledge and skills they need to excel in the workplace. Our unique approach to improving human performance combines solid instructional design, engaging interactions, leading-edge technology, and professional graphics to create results-driven courses. MediaPro develops custom courseware that combines rich interactive elements with proven principles of adult learning, as well as a suite of compliance training and security/privacy awareness products.