

Dynamic Learning Online

Case Study

Solution Overview

Industry

Healthcare consulting services and continuing education, with an emphasis on occupational therapy, physical therapy, speech language pathology, social work and healthcare managers.

Scenario

The Federal Balance Budget Act several years ago tail-spun healthcare training resources out of reach for many occupational therapists, physical therapists, speech pathologists, and healthcare managers. Dynamic Learning Online deployed IntraLearn in a matter of months, to address the need for affordable, accessible continuing education offered over the Internet.

Company Profile

Dynamic Group is a multi-service healthcare company founded in 1993, bringing together an outstanding team of expert consultants and instructors to assist its clients to meet the challenges provided in the healthcare industry by offering resources, training and information. Dynamic Group's Education Division, Dynamic Learning Online, formed in 1999, has topped a 300% growth rate in course sales, despite the slow economy.

Situation

Dynamic Learning Online was able to meet the needs of repurposing migrating standup training affordably while delivering simultaneous testing and certification.

Software Used

IntraLearn SME
Microsoft SQL Server
Macromedia Cold Fusion
Windows 2000 Server
Crystal Reports

How do you create robust online training while keeping training costs at a minimum? IntraLearn SME allowed Dynamic Learning Online to reinvent delivery and repurpose stand-up training to healthcare professionals, occupational, physical, and speech therapists, and social workers while meeting client requirements for certification and compliancy.

Healthcare Resources, Courses, and Consulting Services

Dynamic Learning Online, Inc. provides an interactive e-Learning experience for healthcare professionals. A superior choice for continuing education and on-going training, Dynamic Learning Online offers a means for the professional to secure contact hours for licensure and/or certification, as well as clinical competencies to enhance professional skills in this competitive world. They needed an online training solution for the healthcare industry's severely reduced or slashed budgets for stand-up, continuing education and training, so they turned to IntraLearn. IntraLearn's shrink-wrapped, fully integrated e-Learning platform, with course authoring tools, system-wide reporting, remote registration, security and scalability was just what Dynamic Learning Online was looking for. The ease of deployment meant that the company could publish hundreds of its physical and occupational therapy courses to the Web virtually overnight.

Healthcare Certification and Compliancy

Dynamic Learning Online is an IACET (International Association for Continuing Education and Training) approved provider maintaining compliancy with IACET's criteria and guidelines. They also hold an approved provider status by the Continuing Education Board of ASHA (American Speech-Language-Hearing Association) and AOTA (American Occupational Therapy Association) to offer continuing education activities in Speech Language Pathology, Audiology, and Occupational Therapy.

Exceeding Expectations

Dynamic Learning Online has had an average growth rate of 300 percent during the past several years, according to Melissa S. Cohn, BS, OTR/L, President and CEO of Dynamic Group. Cohn sees great changes for Dynamic Learning Online, especially in the clinical and corporate compliancy areas. "We are looking to strategic initiatives to bring healthcare compliancy training online," Cohn said. "With IntraLearn, clients can deliver modular programs including assessments and certifications."

"A recent and lasting shortage of speech and language therapists means that occupational therapists need to train quickly to handle patients in need of specialized treatment for swallowing disorders called Dysphagia therapy. There was no way to offer this quick ramp-up education without an online solution. Today we have a growing library of courses, adding time-sensitive topics every month."

Melissa S. Cohn, BS, OTR/L
President and CEO, Dynamic Online

Client Base Served

Healthcare Professionals
Physical Therapists
PT Assistants
Occupational Therapists
OT Assistants
Speech Language Pathologists
Social Workers
Healthcare Managers
Pharmaceutical Associates
Business Owners
Hospitals
Nursing homes
Sub-acute facilities
Private clinics
Outpatient clinics
Rehabilitation agencies

Contact Information

Dynamic Group

314 Shore Dr. East
Oldsmar, Florida 34677-3916
Telephone: 813-855-2876
FAX: 813-855-6449
<http://www.dynamic-online.com/>

e-Learning for the Healthcare Professional

Dynamic Learning Online's courses are lively, interactive, and utilize instructor Q & As and student chat rooms, as well as testing, assessment, and easy access to student records. e-Learning is an efficient and enjoyable solution for managers and therapists, because it is available anywhere, at any time, 24 hours a day, seven days a week.

"We chose IntraLearn as our e-Learning platform because it is the only Internet-based distance e-Learning system we found that was designed from the ground up for our needed online certification training and testing," said Cohn, in announcing several new strategic alliances with rehabilitation companies to provide continuing education benefits to therapists, managers and other professional employees. Dynamic Learning Online will provide direct access for employees to a roster of courses tailored to their professional needs.

Healthcare Consultant for the Rehabilitation Industry

Successful delivery of resources and support at www.dynamic-online.com has prompted new initiatives including compliancy courses for General Practitioners in the areas of AIDS-HIV, Domestic Violence, OSHA regulations for the Medical Industry, Prevention of Medical Errors, as well as an upcoming compliancy-based series of "toolkits" for rehabilitation facilities that offer courses for the fulfillment of Medicare, CARE, and JCAHO requirements and accreditation.

About IntraLearn Software Corporation

IntraLearn Software Corporation was founded in 1994 with headquarters in Northboro, MA. IntraLearn is the leading supplier of configurable e-Learning software platforms for mid-sized enterprises. With subsidiaries in London, Athens, Singapore and Hyderabad, India, IntraLearn software is distributed in 34 countries worldwide to more than 530 major organizations serving 2.5 million learners. IntraLearn is a member of the Microsoft Gold Certified Partner Program. For more information, call (508) 393-2277 or visit www.intralearn.com.

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