

REAL STORIES

MEDICAL DEVICE ORGANIZATIONS

*Solving learning and
development challenges*

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Providers of medical devices and equipment have a huge training challenge on their hands. They need to train practitioners, healthcare professionals and end users to make the best use of their devices, which can help secure customer loyalty, retention and brand advocacy.

Medical device organizations, then, benefit from selecting learning technologies that support their extended enterprise learning models. With the right learning management system (LMS) and learning experience platform (LXP) in place, organizations in this competitive market can meet the needs of learners outside the organization, keeping everyone informed about new developments and products and sufficiently skilled to use their devices.

In this industry, adaptability is key. Healthcare requirements evolve over time, and medical breakthroughs and developments can drastically change the needs of your user base. A learning platform that scales with you and adapts to your rapidly changing needs is key to future-proofing your training model, and maintaining a well-informed, engaged user base.

Here's how medical device and equipment organizations worldwide use Totara to keep up in a complex, ever-changing industry.

**MEDICAL DEVICES AND
EQUIPMENT ORGANIZATIONS
USING TOTARA**

Boston
Scientific

 Avensys

 Elcam
MEDICAL

 CCS
MEDICAL

MED⁹EL

INTUITIVE
SURGICAL[®]

Medtronic

TRITON
HEARING



TCP⁺
Homecare

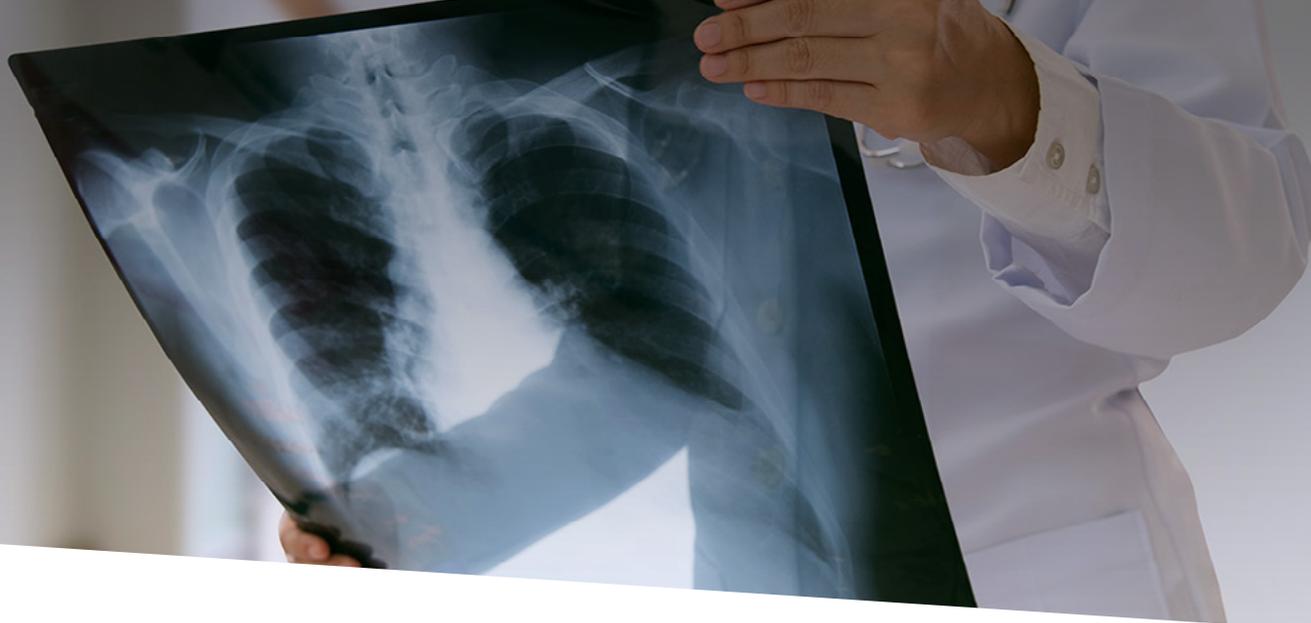
 Trillium
HEALTH RESOURCES

WASSENBURG
medical

 QIAGEN

 SINCLAIR
COLLEGE

 ziehmimaging



How Ziehm Imaging moved from in-person training to a cost-saving blended learning program for x-ray machine distributors

Ziehm Imaging is a leading specialist in the creation of mobile x-ray systems for intra-operative use. They deliver a range of innovative C-arm systems focused on physicians' needs and the care of patients.

THE CHALLENGE

Each year, distributors of Ziehm Imaging's mobile x-ray machines from all over the world visit the Ziehm Imaging headquarters in Germany for several weeks at a time.

They attend training sessions to help them better understand the products they are selling, and distributors operating in remote regions may also need to know how to carry out repair work or maintenance on the complex mobile imaging systems.

However, these distributors often wished that there was more time to carry out practical exercises in these face-to-face training sessions, so Ziehm Imaging needed a new solution.

In addition to that, there was no scalable solution for systematic documentation of the competencies and educational levels of Ziehm Imaging employees. This posed a significant challenge in the compliance-heavy healthcare sector, especially with regulatory requirements differing across target markets.



How Sinclair Pharma delivered training to a global audience of 10,000 aesthetic physicians

Sinclair Pharma is an aesthetics company providing physicians around the world with products used in high-quality, natural looking and minimally invasive cosmetic treatments.

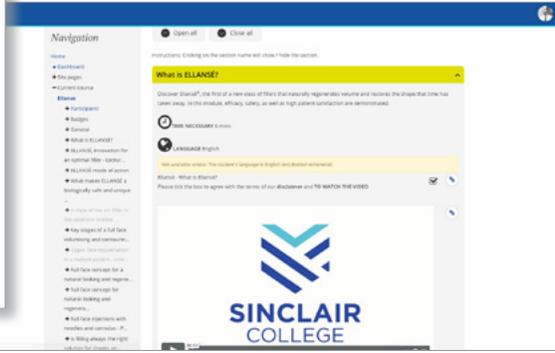
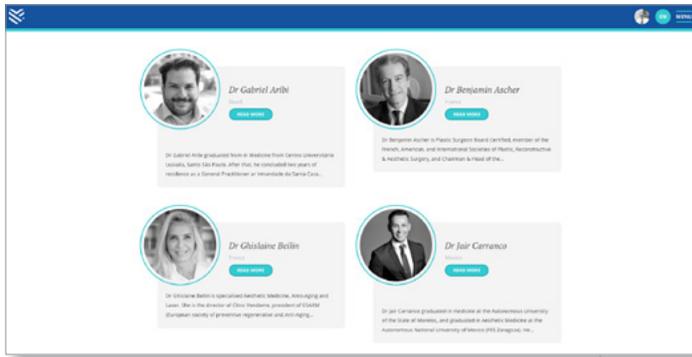
With the company operating in Western Europe, US, South Korea, Mexico and Brazil, and via distributors in Asia, North America, Latin America and the Middle East, Sinclair Pharma was facing a challenge in its efforts to reach all physicians with a training program that would maintain consistency in best practice, safety and patient outcomes.

THE CHALLENGE

In 2017, having realised the difficulty in training physicians in some parts of the world directly, Sinclair Pharma created a basic WordPress website to deliver video training. While not equipped to deliver the high-quality learning experiences the company wanted for its physicians, the website at least demonstrated the potential for an e-learning platform to work successfully.

A year later, they approached Totara Partner Synergy Learning to develop a learning management system that would:

- Improve user experience to optimize learning experiences for physicians
- Offer multilingual training to cater for learners around the world
- Use layout and design to support strategic goals
- Engage physicians already using Sinclair Pharma products
- Provide a platform for prospecting and promoting
- Integrate webinars within the LMS
- Present adaptive learning learning journeys based on each physician's interests, knowledge and experience
- Provide better measurement and reporting on the participation of individual learners



THE SOLUTION

Synergy Learning worked with Sinclair Pharma to create Sinclair College, an e-learning platform that is pioneering within a sector still heavily reliant on face-to-face sales and training. Using the Totara Learn learning management system, Synergy Learning designed a user interface and user experience that makes it far easier for aesthetic physicians to get the information they need.

The LMS includes on-demand videos delivering training on products, anatomy, combined treatments and practice support, along with webinars allowing physicians to participate in peer-to-peer training. It also supports programs guiding learners from basic training through to advanced techniques on the application of each product.

A tagging system provides intuitive training pathways and ensures that physicians engage in training that is suited to their level of experience and knowledge, as well as their professional interests or specialisms.

Sinclair Pharma has full control over registration for Sinclair College, which helps to protect the security and integrity of the information, while also ensuring that administrators can monitor and stay in contact with physicians who are using the LMS.

By customizing Totara Learn's open source platform, Synergy Learning have delivered an LMS that is professional, easy-to-use and cost-efficient.



Our platform has been very well received and we have seen a huge number of physicians going onto our LMS to learn about our products. It would have been very difficult to keep in contact with them without our LMS. We are very proud of the platform, which has proven to be a very efficient way to train and stay in touch with physicians in markets around the world."

VIRGINIE CHEGUILLAUME
Head of e-Education, Sinclair Pharma

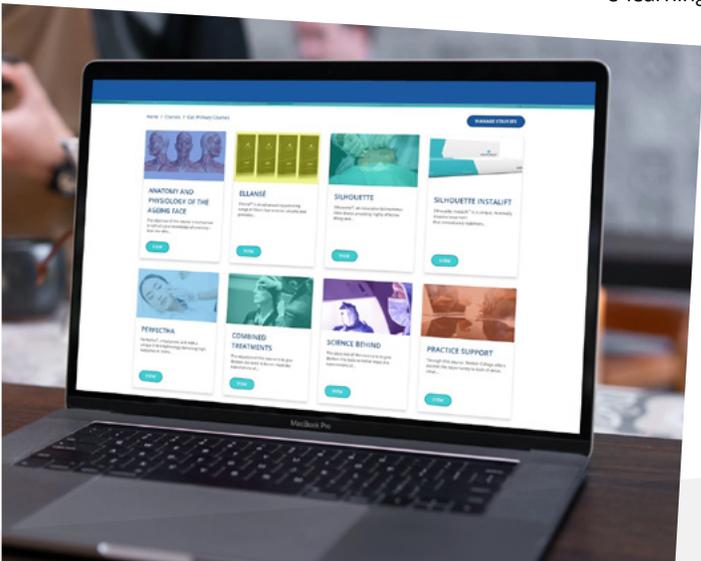
THE RESULTS

More than 10,000 aesthetic physicians are now registered to learn about Sinclair Pharma's products via Sinclair College. The limitations of the previous website make it impossible to be precise about the number of physicians who used it, but the new LMS has certainly resulted in a significant increase in the number of learners engaging with Sinclair Pharma's e-learning content.

Thanks to multiple translated versions of the LMS, each physician is able to learn in a language of their choosing, improving completion rates and overall satisfaction with the LMS.

The platform has received glowing feedback from physicians who, despite not always being the most computer-literate of learners, are now able to access the information they need more easily, and are guided through relevant training. Sinclair College administrators can track the progress and knowledge of individual physicians to ensure they have all the information they need.

VIEW ON WEBSITE





MED-EL

How MED-EL trains multiple diverse audiences from a single LMS

MED-EL is the global innovation leader in hearing loss solutions. Its systems have restored hearing to more than 200,000 individuals worldwide.

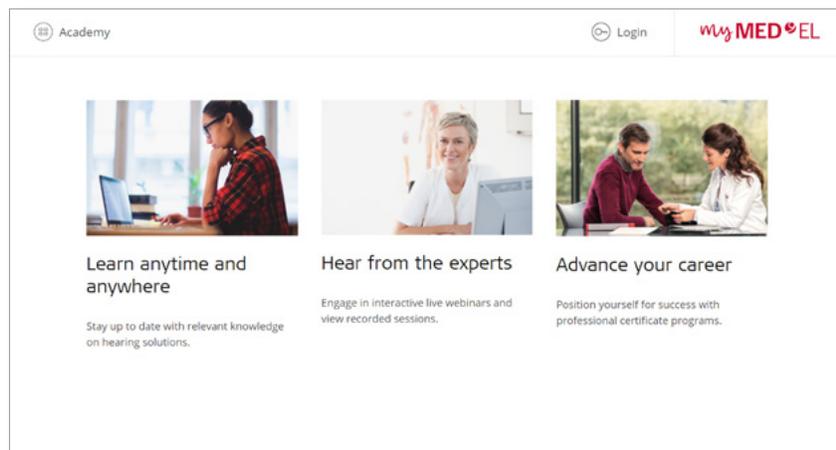
THE CHALLENGE

MED-EL's online academy was aiming to combine multiple topics for various user groups into a single platform, integrating it as part of its myMED-EL solution for all customers and employees.

The main user groups (MED-EL's employees, hearing healthcare professionals, implant recipients, caregivers) have different needs, requiring separate learning offerings. A different approach for each user group was necessary – starting from how the users would register to the academy, how they

would navigate through the contents and choose the right topics, webinars or courses and leading up to how they access their learning history data.

Covering different groups of users in every corner of the world, including countries such as China, Bangladesh and Russia, with different end user devices, varying internet availability and different languages, showed the need for a learning management system that is able to provide a fully responsive, easy-to-use and flexible solution.



THE SOLUTION

Before switching to Totara, MED-EL was using other solutions, so data migration was necessary. Using Totara Learn's data import possibilities, content and completion data were transferred to the new system.

MED-EL is hosting Totara on a flexible AWS solution, providing a worldwide, scalable platform for its customers and employees. An integration with the myMED-EL portal was implemented with a custom header, Totara's OAuth2 and web API possibilities, resulting in a seamless sign up and single sign-on experience, giving the end

user the possibility to have a centrally managed account.

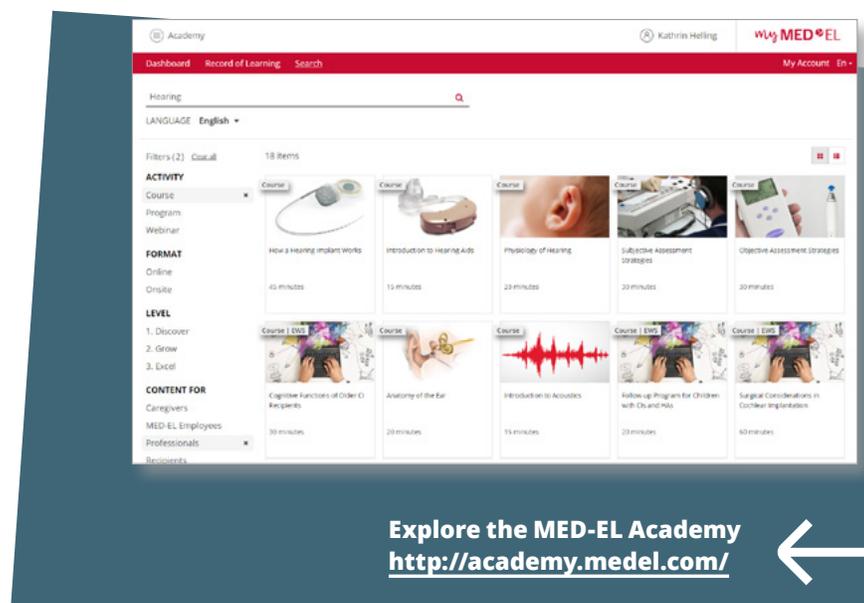
Totara's ability to provide a custom look and feel according to each company's corporate identity and fit its end users' needs enabled MED-EL's Academy to provide modern, fully responsive training. As part of the customized look and feel, Totara's multi-language options were initially implemented for five languages, with more to come soon. This function supports the personalized display of content to the right audience in the right language.

An integration between Totara, JWPlayer and AWS made it possible to provide an integrated, secure video streaming solution according to the latest digital standards while delivering a great end-user experience to each customer, partner or employee around the world. The MED-EL Academy focuses on providing content and training opportunities such as courses, seminars and live webinars while using activities like quizzes, feedback, and customized certificates fitting the corporate identity as well as the different audiences.



The new Academy is a very positive change. The interface is much more pleasant and fluid, which allows you to navigate more easily. It is important to highlight how easy it is to find LATAM webinars, by simply entering the search engine and selecting the Spanish filter. It will help us a lot when it comes to helping professionals who are looking for recordings on the platform. Another point I really like is the learning record - it contributes a lot to the personal monitoring of the use of the platform."

JUAN PABLO ESTEVA
Communication & Marketing Director,
MED-EL Latin America



THE RESULTS

MED-EL, a world leader in its field, aimed to provide the best training and educational offers in their industry combined with a flexible and personalized system. Choosing Totara Learn with its open source nature helped achieve their goals:

- Integrated the Totara system as part of a company-wide sign up and single sign-on process
- Fully customized design with a dedicated landing page according to each corporate identity
- Secure, scalable content delivery of both e-learning modules and videos (through JWPlayer integration)
- Seminars and live webinar management (through Adobe Connect)
- Management of various audiences – from the implant recipient, hearing healthcare professional, company employee, and supporting them with all the materials and training they need as individuals
- Multiple language versions of the content and using Totara's multi-language options provide end users with a seamless user experience
- Constantly evolving and adapting Totara to each group of users through personalized dashboards, learning plans and target group-specific programs
- Using Totara's report possibilities for analysis and development of further training materials
- Low level of core code adaptations, providing the best possibility for constant updates of the system, delivering better security and the newest Totara features

VIEW ON WEBSITE



How QIAGEN keeps distribution partners up to speed with engaging product training

QIAGEN is the leading global provider of sample-to-insight solutions to transform biological materials into valuable molecular insights. QIAGEN currently has more than 4,300 employees at more than 35 sites throughout the world. The company offers more than 500 core products, which are sold in over 80 countries in a large number of variations and combinations, and is constantly expanding its portfolio.

THE CHALLENGE

QIAGEN's focus on highly innovative solutions requires all its players – employees as well as distribution partners – to get trained consistently on all new products and treatments. Given its global structure, the company decided on an online scalable learning approach to handle this challenge.

They were looking for a learning management system that would integrate with the existing IT infrastructure as well as organize and manage all training activities.

When Totara Partner MULTA MEDIO's experts were engaged, they upgraded

QIAGEN's existing, simple Moodle solution to Totara Learn for a new and improved QIAGEN Academy. They sought to connect the learning processes with the IT infrastructure (especially SAP) in order to reduce administration costs and improve processes.

The new solution also needed a modern interface to make navigation intuitive both on PCs and mobile devices.

Finally, all of the existing resources on the former Moodle system, including user assignments, permissions and users' learning progress had to be preserved or migrated to Totara Learn.

THE SOLUTION

MULTA MEDIO worked in close collaboration with the QIAGEN training team to establish the new QIAGEN Academy. The joint team analyzed the requirements and identified relevant quick wins to give the project momentum and also to gain improvements cost effectively.

The team was able to upgrade the existing Moodle system to Totara Learn within just a few weeks of the project kick-off. This platform provided the base for further enhancements. After the migration of the base system, additional features available in Totara were configured and added step by step. This way, people at QIAGEN could start to profit from the system and achieve benefits in the early stages of the project.

The features implemented for QIAGEN include:

- Personalized user dashboard - all relevant courses, tasks and alerts at a glance, personalized for every user
- Manager-specific team overview - transparent overview of all user- and learning-related information for a manager's team
- Improved user management - synchronization of all user data with SAP on a daily basis, significantly reducing costs for user administration
- Audience-specific reporting - provision of conclusive and flexible reports for learners, their managers, trainers and training coordinators through Totara's built-in report builder

- Process automation - better efficiency through automated training processes, enabled by Totara's program feature and dynamic, rule-based audiences etc.
- Integrated training management - joint management of both online and classroom-based learning in the LMS

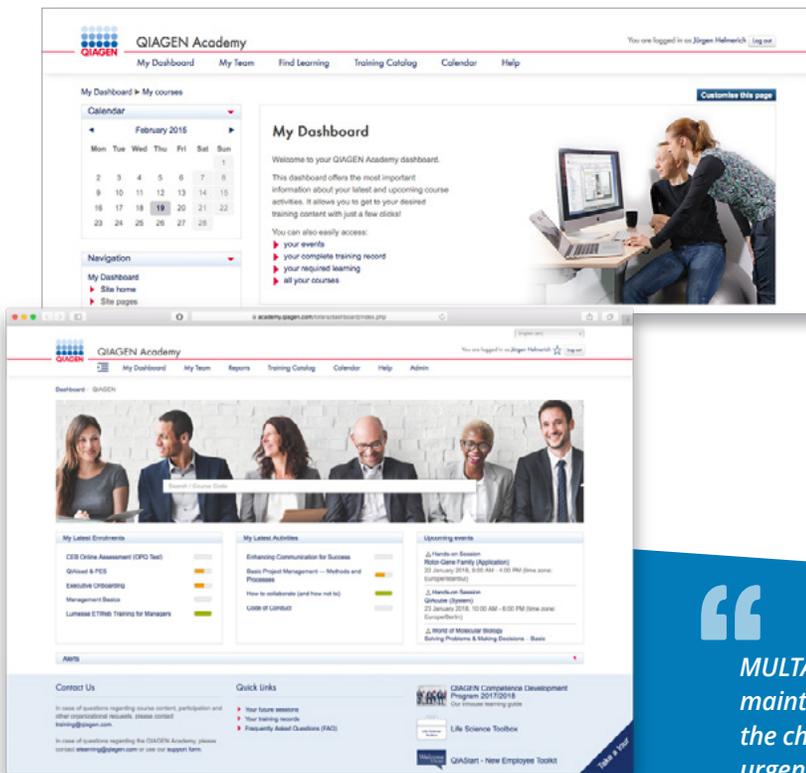
To motivate learners using the training resources for their daily business, attractive content is key. The team therefore developed a toolset that provided best-practice examples for a variety of learning scenarios. This toolset includes low-cost solutions, such as presentations with voiceovers embedded in a special framework, that allows users to navigate and search the content in an intuitive way, as well as highly sophisticated and interactive web-based training formats.

THE RESULTS

Totara Learn has proven to be a flexible technical LMS platform for the QIAGEN Academy. There have been a number of key factors in the platform's success, including:

- The system's wide range of additional features, that support a broad range of training-related activities in daily business
- The ability to integrate the platform with the wider company technical infrastructure
- The system's ability to act as a central hub for managing training activities in all business areas at various organizational levels
- The integrated management of both online and face-to-face learning, which has increased efficiency and allowed significant cost savings

MULTA MEDIO and QIAGEN are working on further improvements to the platform by developing custom plugins to fit QIAGEN's specific needs. Examples are manager-driven bulk course enrollments for all their team members or enhanced workflow automation within courses through automated action triggers. The open, modular system architecture of Totara Learn is perfect for QIAGEN's requirements. It has allowed the company to benefit from low-cost core functionality and to use the open source flexibility to develop custom solutions for its particular needs.



VIEW ON WEBSITE



MULTA MEDIO used to be our partner for maintaining our Moodle platform. When we faced the challenge of improving the platform and urgently needed to add some important features, MULTA MEDIO turned out to be a reliable partner in installing and setting up Totara Learn, with a perfect migration of all existing data. MULTA MEDIO is also our partner to sustainably support, maintain and customize Totara to our needs."

KAI NIETHAMMER
HR Manager E-Learning, QIAGEN



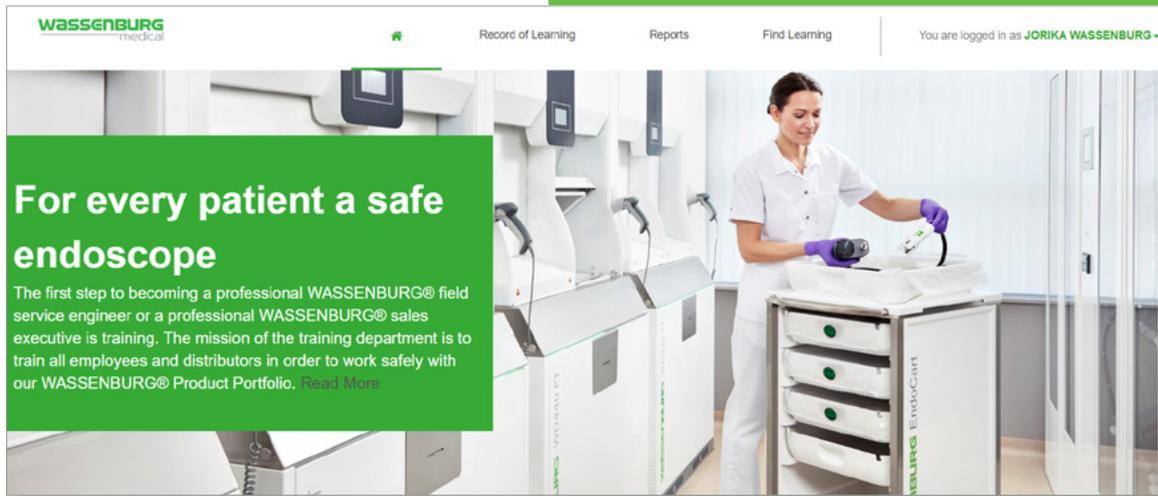
How Wassenburg Medical manages international growth by digitalizing the learning process

Wassenburg Medical is a leading company delivering products and solutions for the cleaning and disinfection of endoscopes. With its head office in the Netherlands, sales offices in the United Kingdom, Ireland, Belgium, France and Germany, and an exclusive distribution network in Europe, the Middle East, Australia, New Zealand and Africa, the role of Wassenburg Medical in the world market is rapidly expanding.

THE CHALLENGE

Wassenburg has experienced exponential international growth. After staff received initial training on the product portfolio in the head office in the Netherlands, they also needed training on the product updates. Since it is not possible to have account managers and engineers from all over the world come to Dodewaard all the time, they opted to deliver learning to their geographically dispersed audience with an LMS.

In addition, the training department had a lot of administrative work. All information was in a database that not everyone could see. As a result, employees could not see their own training status, creating a lot of administration requests. Wassenburg wanted to further digitalize this process and make it accessible to everyone.



THE SOLUTION

Wassenburg chose to work with Netherlands-based Totara Partner The Courseware Company to implement Totara Learn.

Wassenburg previously had an outdated, paper-based onboarding process, where new employees were told on paper which classroom training they had to take. Not everyone came to these introductory sessions, meaning they missed important onboarding information. With the help of The Courseware Company, Wassenburg was empowered to develop their own e-learning modules with the Articulate 360 authoring tool. With their new Totara Learn platform, Wassenburg was able to make this information available in online modules.

Additionally, Wassenburg has developed modules for emergency response and product information, as well as a module for the introduction of a new CRM system. When colleagues see this, they often comment “Wow, that is beautiful,” and also want it for their department.

On top of e-learning content, Wassenburg also enjoys the ability to make videos to explain technical matters. To make learning even more accessible, they are currently working on making the online modules also available in French and German. These are then uploaded to the LMS for easy access to learners worldwide.

THE RESULTS

About 200 engineers and account managers in 35 countries now use Totara Learn.

Prior to Totara Learn, information was sent to international employees via email as a PDF attachment. With the arrival of their new LMS, Wassenburg has more control over the information people receive.

Furthermore, Wassenburg has now managed to certify everyone in the field, which is vital for anyone working for them. They can now manage the certification process much more conveniently via their LMS.

The LMS has completely transformed the training department, making what they do visible to everyone. It has improved accessibility to learning across the organization, and has attracted nothing but positive feedback. All employees can now log in and have access to all learning modules and product information.

In short, the objectives of Wassenburg have been amply achieved. In addition, Wassenburg now has the tools to create its own online modules and adapt them to the desired target group.



With the arrival of the LMS, we have grown from a national player to a global player.”

JORIKA WASSENBURG-WYNANTS
Global Training Manager,
Wassenburg Medical

[VIEW ON WEBSITE](#)



SEE TOTARA IN ACTION

Want to join these and many more organizations in the medical devices and equipment sector with an adaptable Totara Talent Experience Platform?

Schedule your **free demo today to see Totara in action** and find out how it can help you adapt in the new world of work.

ABOUT TOTARA

Totara builds employee engagement, learning, and performance management technologies that enable large multinational corporations, government entities, and mid-market companies to deliver enterprise-level talent and workforce experiences. **Totara's Talent Experience Platform (TXP)** unifies an industry-leading **learning management system (LMS)**, a user-centric **learning**

experience platform (LXP), and a comprehensive **performance management system** under a single and highly adaptable architecture. Totara's TXP and flexible architecture gives organizations the freedom to innovate, the freedom to choose, and unlocks critical resources for reinvestment into where it really counts.

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