

# MEDFILMS ONLINE

## *What Training Should Be*



# The Way Training Should Be

Medfilms Online uses high quality video to create the next generation of computer-based training. It's training that dramatically improves motivation and performance.

## Beyond Text

You know about text-based computer education. Text is hard to read on a CRT. That's why most of us print out long documents. Text-based training doesn't even begin to compare with Medfilms Online's visual approach.

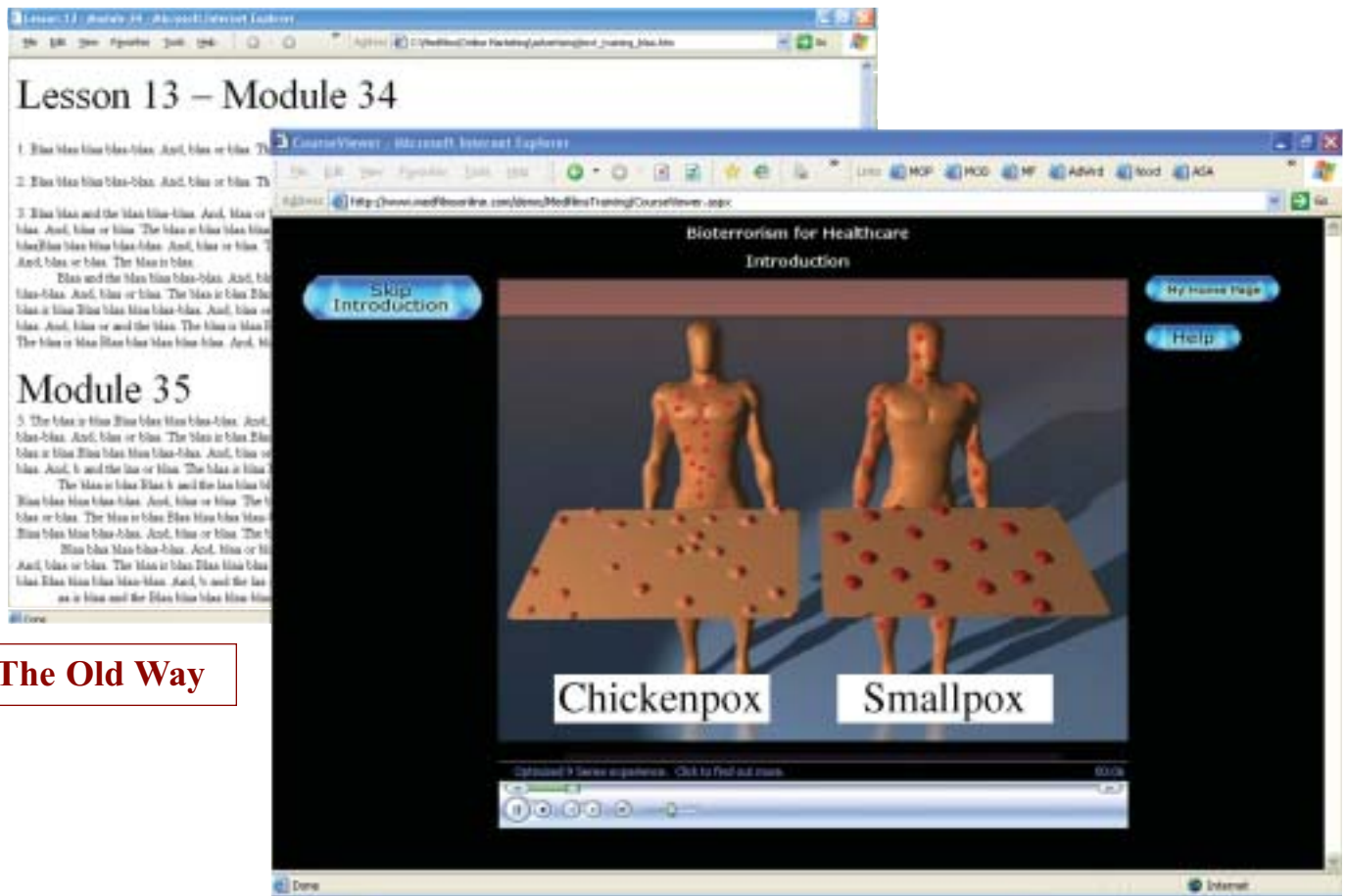
# Visual Learning

One of the most widely accepted educational theories is Allan Paivio's Dual Coding Theory. It says that we evolved to learn best through two channels: verbal and visual. Ordinary visuals don't suffice. Cute cartoon figures, eye candy, and "talking heads" can even be detrimental. Dual coding requires that content be encoded in the visuals.

Medfilms courses incorporate dual coding techniques. We let visuals do most of the teaching. Turn down the volume, and you'll still get most of the content. Ask students about the course and they'll tell you about the images. The content takes root as mental images.

This is learning that has relevance. The senses engaged during training are the senses that most effectively invoke the knowledge when it's needed. The sight and sound of real world situations connect to the training.

Dual coded courses are so effective that they can reach training goals in less than half the time of conventional training.



**The Old Way**

**The Medfilms Way**

*"This is so much fun!"*

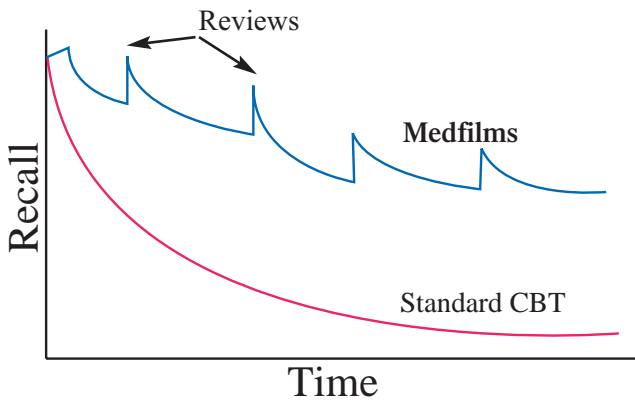
-- Medfilms Online Student

# Motivation and Retention

Very few instructors can invest the time and money required to produce quality dual coded courses. Medfilms can and does.

Students experience a delightful departure from what they've come to expect from Computer Based Training (CBT). It is computer training that respects their time and intelligence. They feel the thrill of rapid learning. It's enjoyable and motivating. Students who enjoy a learning session are more likely to pursue additional information in the future.

A comet trail of learning follows each course. Students are more likely to mentally review the material. They are more likely to tell friends and family about it. These mini-reviews dramatically improve retention.



# Adaptability

Medfilms Online respects and adapts to the student's existing knowledge. Well designed CBT allows students to test out of material they already know. We go further and allow them to test-out section by section. This means that they can cover more material faster without missing important content.

Students can even recover from a test-out decision. If they have trouble with the test, they can go back to see the content.

# Flexibility

If the student is called away from a course, their place is bookmarked. This means that they can take courses in short sessions of less than 5 minutes. Students are more likely to access training during slow periods at work.

Students with broadband access can even take courses at home.

# Training Documentation

Medfilms Online allows you to track and document student progress. Summary reports are automatically sent to your email address. If you have an existing learning management program, data can be shared using industry standard databases.

# Call Us

Experience Medfilms Online for yourself. Call Medfilms at **1-800-535-5593** to arrange an online demonstration.

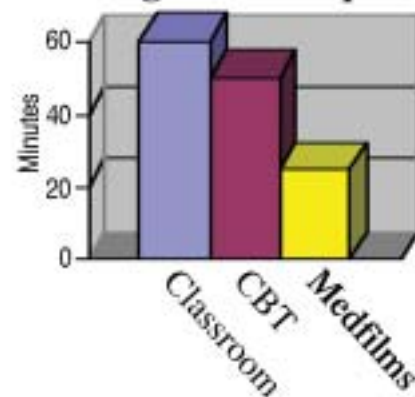
# Training Costs

Medfilms Online significantly reduces the most expensive part of training — salaries. That's because our courses achieve educational goals in less than half the time required for classroom instruction or CBT.

Consider hospital employed nurses. Their median salary is about \$49,000\*. With benefits, the salary expense of training is about \$31 per hour. Cutting training time by 30 minutes saves over \$15 per student. That's \$1500 per 100 students.

\*(U.S. Bureau of Labor Statistics, 2002)

# Training Time Required



## ***Bioterrorism for Healthcare***

Surgeon General's Award



For: All healthcare workers.

*Viewers learn*

- How to recognize a BT disease outbreak
- Symptoms of anthrax, smallpox, plague, botulism
- Modes of transmission
- Reducing public anxiety

This is perfect for providing HRSA training.

## ***Radiological Terrorism for Healthcare***



For: All healthcare workers.

*Viewers learn*

- Difference between nuclear and dispersal devices
- Sources of natural radiation
- Short and long term effects of radiation
- Procedures for limiting radiation exposure
- Reducing public anxiety

Produced in cooperation with Los Alamos National Laboratories.

## ***Chemical Terrorism for Healthcare***



For: All healthcare workers.

*Viewers learn*

- Indications of a chemical attack
- Symptoms of nerve agents, pulmonary agents, asphyxiants, and vesicants
- Four levels of PPE (A, B, C, & D)
- Goals of decontamination

Includes video of Tokyo sarin attack and more.

## ***Hospital Incident Command***



For: All healthcare workers.

*Viewers learn*

- The purpose of ICS and HEICS
- Five major sections of ICS
- Common terms (EOC, IC, etc.)
- How to respond when an emergency is declared

This is the perfect awareness training for regulatory compliance. (Available 30 May)

**Call Medfilms 1-800-535-5593**