



Medical Device Company Streamlines Training with Hosted eLearning Solution



Headquartered in St. Paul, Minnesota USA, the \$3.3 billion medical device company employs approximately 12,000 people worldwide, with products sold in more than 100 countries.

St. Jude Medical turns to IntraLearn Partner to provide Hosted Learning Management System (LMS) solution for rapidly expanding worldwide sales team.

St. Jude Medical engaged Quick Compliance¹ managed services and the IntraLearn Learning Management System (LMS) to train and educate their rapidly expanding worldwide medical device sales team. A hosted Learning Management System (LMS) allow St. Jude Medical to focus on its corporate strategy of organic growth and growth by acquisition, leaving the technical work and maintenance in the hands of the eLearning experts at Quick Compliance.

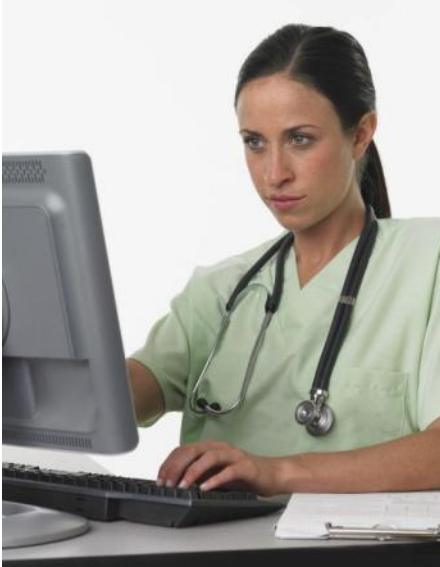
Business Needs

Founded in 1976, St. Jude Medical has been a pioneer in cardiovascular medical technology. Originally a heart valve manufacturer and now a global leader, St. Jude Medical has broadened its portfolio through internal development and strategic acquisitions.

With complex products such as Implantable Cardioverter Defibrillators (ICDs), Cardiac Resynchronization Therapy (CRT) devices, Pacemakers, Electrophysiology catheters, Mapping and visualization systems, Vascular closure devices, heart valve replacement and repair products, and Neurostimulation devices,

effectively training a sales team was a difficult task.

To properly present and position St. Jude Medical's devices to doctors, the sales team needed not only a great understanding of the products, but also the medical conditions the devices pertain to. When approaching a doctor, representatives needed to be knowledgeable and able to grasp the associated medical concepts. As a result, much time was needed to train the sales team to have a better understanding of bradycardia, tachycardia, cardiology, and others.



St. Jude Medical is dedicated to making life better for cardiac, neurological, and chronic pain patients worldwide through excellence in medical device technology and services. The company has five major focus areas that include: Cardiac rhythm management, Atrial fibrillation, Cardiac surgery, Cardiology Neuromodulation

Traditional classroom-style training was expensive and inefficient. Addressing turnover on the sales team was an additional concern. St. Jude Medical decided to look towards a more effective and efficient way to deliver advanced training their sales team.

Subscription for Success

In third-quarter 2003, St. Jude Medical elected to use Quick Compliance Managed Services. Training on medical devices and concepts would utilize eLearning and be delivered via the IntraLearn Learning Management System.

Employing an Application Service Provider model, Quick Compliance installed, hosted, and managed the IntraLearn LMS while also developing highly engaging content relevant to the sales team and managing courses from third party vendors. With Quick Compliance managed services, St. Jude Medical was able to reap the benefits of anytime / anyplace online eLearning without having to manage the administration of servers, hardware, software, and support.

Courses developed by Quick Compliance were robust, eye-catching, and covered all medical-theory and product-training information that St. Jude Medical required. Using a unique approach, some courses contained an online game environment to make learning more fun and engaging. Learners were able to compete in this environment, which made

training feel less like a requirement. CRT Clinical Tracker offered browser-based data entry for non-LMS cardiac training events. With this tool, St. Jude Medical was able to combine various exercises outside of the electronic classroom with training on the LMS.

Assessments and Certificates

After taking courses, it was essential for learners to take a certification test. These tests would validate the trainee's grasp on the content discussed within the course. With the IntraLearn LMS's exam tool, assessments were easy to add to the end of a course once a learner completed all of the required content. Once an exam was completed, learners could then print a certificate, which validated their proficiency.

Reporting Services

With IntraLearn's reporting tool and custom reports created by Quick Compliance, St. Jude Medical's managers, assigned to various learners and courses, were able to easily track compliance and performance. These reports showed grades, elapsed time, certifications, courses enrolled/passed/failed, and numerous other relevant fields.

FDA Regulatory Compliance

Quick Compliance's individual student look-up utility allowed St. Jude Medical's sales desk to check the qualifications of sales reps to ensure that they have



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received the proper training in accordance with FDA regulations.

Up and Running Fast

With the experience of Quick Compliance, St. Jude Medical's solution was up and running and being used within a month. This was quite the accomplishment when compared to other options, which took significantly longer to implement.

Software That Just Works

The use of Quick Compliance Managed Services and the IntraLearn LMS has allowed St. Jude Medical to effectively train and educate their sales staff while minimizing the effects of staff turnover.

On October 31, 2003 their first student was enrolled on the LMS. On November 24, 2003, the first course was accessed and the training portal was fully functional. Since enrolling nearly 1,400 learners in that first year, St. Jude Medical has enrolled over 14,000 users to date. In 2006, 44,160 courses were completed. Over the past 4 years, 367 individual courses have been loaded and accessed.

The Future

St. Jude continues to be pleased with the solution provided by Quick Compliance, and the robust Learning Management System from IntraLearn. Recently, St. Jude renewed a long-term agreement with Quick Compliance, and will upgrade

to IntraLearn LearningServer in 2008.

Why Select a Hosted LMS Solution?

Independent studies show that outsourced LMS systems have 10-30% lower Total Cost of Ownership. This same research finds that 21% of enterprise-class LMS systems are now externally hosted and 31% of mid-market systems are externally hosted.

With today's increase in bandwidth and availability of "web-services," hosted LMS systems are more viable than ever.

ⁱ Quick Compliance is now a subsidiary of Discovery Networks LLC.