INTERIOR OF THE GI SYSTEM IN IBD – AUGMENTED REALITY

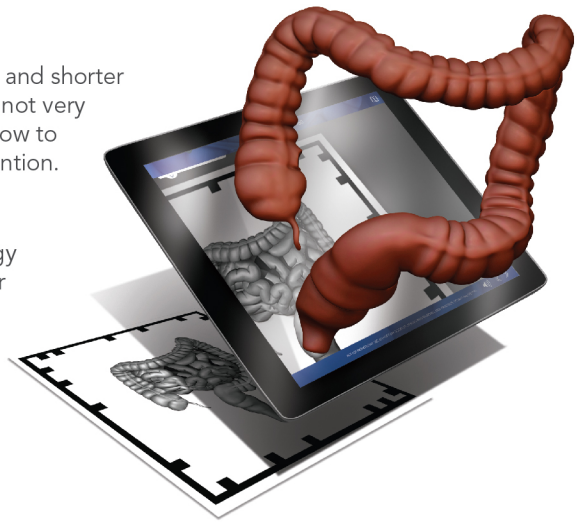
2015 LTEN INNOVATION AWARD FINALIST

SUMMARY:

ERS helped one of our clients revise a 4-hour new-hire PPT deck and condense it into a 90-minute interactive, engaging workshop. By using medical illustrations, animations, and cutting-edge technology called Augmented Reality, ERS was able to simplify difficult medical content and execute it in an innovative way to improve the learner's experience and retention. Although the new program could be executed in a live classroom setting, the client was able to meet another one of her objectives by running the workshop in a virtual environment via Adobe Connect. Reducing the amount of time required to complete the workshop in an effective way has allowed the client to spend more time on other areas important to the business.

SITUATION ANALYSIS:

Make a 4-hour didactic new hire medical PPT presentation engaging, interactive, virtual, and shorter in length. Previous feedback suggested the existing content was dry, hard to retain, and not very engaging. Our challenge was to take this complicated medical content and determine how to simplify and execute it in an innovative way to improve the learner's experience and retention.

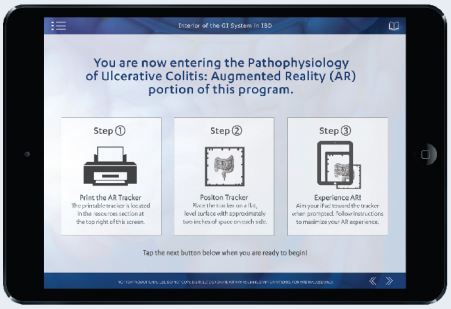


METHODS/APPROACH:

As a solution, we developed an interactive program based on cutting-edge technology called Augmented Reality, or AR. When the learner aims their iPad camera at a tracker image, a virtual-based projector initiates a series of holographic images on the iPad. Text, narration, 3-D animation, and video were all incorporated to maximize teaching effectiveness.

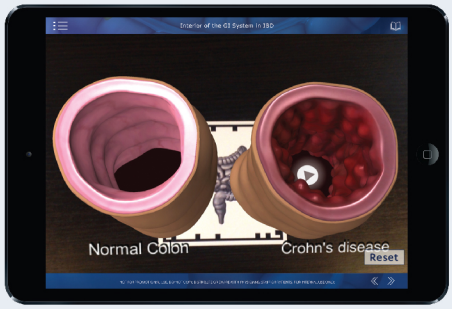
A Medical Liaison reviews a few PPT slides, and then a trainer instructs the sales representatives to independently go to a section of the AR program that aligns with that content for a deeper dive. 3-D animations and ARs with audio provide an experience that learners will remember.

There is a drop-down menu of topics included. This is an image of one of the animations with audio overlay. The book icon in the top right corner accesses a pop-up scrollable glossary with critical terms used throughout the program.



Instructions appear on screen when you enter the AR portion for the first time. There are many different ARs used throughout this program and each functions differently.

The learner chooses a topic from the menu and faces the iPad camera toward the tracker.



The 3-D image "jumps" out of the tracker. The learner can still see the normal environment as well as the augmented environment. Audio plays to provide information and direction.

The learner can move the iPad closer and enter into a portion of the colon to get a closer look at the normal or diseased area (shown here).

CONCLUSION:

Today, a new-hire representative still reads the disease state module at home, and then while still at home joins an Adobe Connect workshop, which is conducted by a Medical Liaison and the trainer. The 4-hour PPT presentation has been cut down to 90 minutes, and the AR tool now covers most of the content, teaching it in a more interactive and engaging way.

As a result, we exceeded the client's expectations by developing an effective, interactive, and cutting-edge program.

Client Feedback: "The AR has helped us reduce presentation content to 1/3 of the time. Even though we are spending less time on specific disease state content, the AR allows the new hires to be more engaged and therefore has increased sustainability of the material. Decreasing the amount of time in an effective way has allowed us to spend more time on areas important to the business."

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