

... Chalk Pushcast Software Case Study



Industry: Healthcare

Region: Global

Company Size: Large Enterprise

Using Media-Rich Mobile Learning to Meet the Needs of a Global Workforce

The Johnson & Johnson Family of Companies is comprised of the world's premier consumer health company, the world's largest medical devices and diagnostics company, the world's fourth-largest biologics company, and the world's seventh-largest pharmaceuticals company. With over 250 operating companies in 57 countries, Johnson & Johnson's Credo is to put the needs and well-being of the people they serve first.

To properly train and develop their employees, Johnson & Johnson has a global platform for learning: their eUniversity. The eUniversity is a technological platform that sets up strategies for learning and provides services to the overall training and development consortium. Its vision is to "provide a global platform for learning that supports performance improvement while creating a culture of learning and collaboration within Johnson & Johnson to ultimately provide a competitive advantage."

Challenge

Meet the needs of a global, multigenerational workforce and ultimately support a culture of learning and collaboration – even for those who are field based or always on-the-go.

Solution

Utilize media-rich mobile learning on BlackBerry® smartphones in a variety of business units - to facilitate ubiquitous training and trackable business critical updates, and ultimately test their value.

Johnson & Johnson's Results

- Compliance issues are effectively being avoided
- Employee performance and productivity has improved
- Remote and highly mobile workers are being engaged and aligned
- The pilot group has grown from 10 end users to 60 (6 months later), with the user base expected to be roughly 450 by the end of 2009 and over 2000 early 2010

Chalk™ Pushcast™ Software

Moving Beyond eLearning and reaching a Diverse Workforce – Anywhere and Any Time

With over 120,000 employees worldwide, Johnson & Johnson needs an effective way to distribute critical information to the field quickly. The challenge with largely relying on eLearning is that many employees are highly mobile. In addition, those who are at their desks have little downtime during their work day. As such, training drops down on the priority list and training completion rates can be low.

Another challenge Johnson & Johnson faces is that, with regulations changing on a regular basis and the cost of non-compliance high, the eUniversity needs to facilitate “just-in-time” compliance updates that are both targeted and tracked.

The eUniversity also has a multi-generational workforce to address. To engage the younger generation, there is the challenge of being able to speak to them via a medium that fits with their lifestyles and learning styles.



“Mobile learning is going to become increasingly important as a learning tool or option for delivery in the future. We have to meet the learning styles of the newest generation coming into our workforce who want instant access to information while on the go and via the devices that are so much a part of how they live, communicate and learn.”

— Andrea Procaccino,
Senior Director, Johnson & Johnson
Pharmaceutical Research & Development

Introducing Chalk Pushcast Software to the Global Platform for Learning

With over 20,000 employees carrying BlackBerry smartphones, Johnson & Johnson’s eUniversity team decided to incorporate Chalk™ Pushcast™ software into their learning solution. Chalk Pushcast Software is a messaging platform that provides a multimedia-rich, trackable, and secure communication channel on the BlackBerry solution. It helps organizations train and effectively communicate with their mobile stakeholders – anywhere and any time. Chalk Pushcast Software content, which can consist of text, graphics, video, audio, surveys, tests, and click to call or email links, is:

- In an inbox on end user's smartphone dedicated to priority content
- Announced with visual and audible notifications
- Always accessible, even when the device is out of range or offline
- Trackable, so senders know their priority messages have been read
- Secure, as content is encrypted and cannot be forwarded or copied

Content is created using the Chalk™ Pushcast™ Software Plug-in for Microsoft® PowerPoint®, which make it easy for anyone in an organization to compile impactful content and push it out to the field. When content is delivered, it is pushed in full to the device, meaning that content is always available - since video and audio files are not streamed. Chalk Pushcast Software content can also be made available via a Desktop Player so that mobile end users who return to their desks, and would prefer to complete content on their computers, can do just that.

The Chalk™ Pushcast™ Software Console (console) lets administrators manage users, permissions, groups, content categories, and tracking. Both administrators and executives can log on to the console and see (to a user level) whether content has been accessed, completed, and – through the use of surveys and tests – understood.

Using Chalk Pushcast Software to Communicate with Employees Worldwide

For Johnson & Johnson, Chalk Pushcast Software's interactivity and tracking were key features. They are now using the platform in a variety of ways under two company structure umbrellas: corporate headquarters and operating companies.

At the Johnson & Johnson corporate offices, Chalk Pushcast Software is being used by Global Talent Management and Legal. Global Talent Management is using the software to create and send eUniversity how-to's, refreshers, job aids, and BlackBerry smartphone tips and tricks (using 'off-the-shelf' modules from the Chalk™ Productivity Library).

From a legal perspective, Johnson & Johnson is using Chalk Pushcast Software to facilitate just-in-time compliance. They circulate important messages in real time, such as new business conduct policies or the corporate credo, and track receipt and understanding. Information can be accessed when convenient, and user-level reporting provides head office with the necessary paper trail.

Within Johnson & Johnson's operating companies, Consumer Products is gathering remote user feedback through Chalk Pushcast Software surveys. In addition, team meetings are being recorded in video and audio formats and distributed for reference.

Ethicon - a medical device company - is using Chalk Pushcast Software as a sales enablement tool. They are distributing competitive information and training 'snacks' that can be reviewed while on-the-go. This increases their reps' productive time, and consequently impacts sales. Demonstration of how the medical devices are used can also be shared with doctors.

Several other groups at Johnson & Johnson are also looking at how they can incorporate media-rich mobile learning on BlackBerry smartphones into their training and communication programs. Pharmaceutical Research & Development, for example, is exploring using the software to send standard operating procedures (SOPs). This is especially important for clinicians, who must be trained on an SOP (ex. equipment operation or a process) before they perform the work. Because SOPs change periodically, breaking up the information and sending it out in digestible chunks could be very beneficial.

Current Chalk Pushcast Software Uses at Johnson & Johnson

Corporate:

Global Talent Management -

eUniversity how-to's, refreshers, job aids, BlackBerry smartphone tips & tricks

Legal -

Compliance, corporate credo, business conduct policies

Operating Companies:

Consumer Products -

Internal remote user feedback, recorded team meetings

Ethicon -

Competitive information, videos showcasing medical instruments

Gaining Efficiencies and Realizing Return

Chalk Pushcast Software effectively helps Johnson & Johnson to avoid compliance issues, improve employee performance and productivity, and engage their remote and highly mobile workforce.

Compliance is at the forefront of pharmaceutical companies' minds today. The cost and risk of noncompliance can cripple a company. Companies face the threat of staggering fines and increased scrutiny from regulatory bodies. Non-compliance fines can be as high as the hundreds of millions. By avoiding even just one compliance fine per year by wirelessly distributing and tracking policy and regulation updates, the return on investment is substantial.

On the performance front, reference materials that are available anywhere and at any time give mobile employees the support they need – when they need it. With how-to's, refreshers and job aids literally at employees' fingertips, the Johnson & Johnson eUniversity vision of supporting performance improvement is supported in and of itself.

With respect to productivity, every time a content is sent out, and consumed in downtime or when convenient, time is saved. This means that Johnson & Johnson employees can focus their efforts on what's most important to them – putting the needs and well-being of the people they serve first.

“Mobile learning is just one component of our informal learning strategy but will have a huge impact on the overall approach in improving employee performance, ensuring compliance and cultivating a learning culture”

—Paul Bejgrowicz,
Director, eUniversity, Johnson & Johnson



Looking Ahead

The Johnson & Johnson eUniversity continues to work with additional corporate business units and operating companies on new applications for Chalk Pushcast Software. They are working with a consultant to identify where pushcasts can bring the most benefit to the organization, and have partnered with the University of Central Florida's Institute of Simulation and Training on their mLearning strategy.

For additional information on Chalk Pushcast Software, visit www.chalk.com



Note: Chalk was acquired by Research In Motion (RIM) on January 30th, 2009. The company is now a wholly-owned subsidiary of RIM.



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