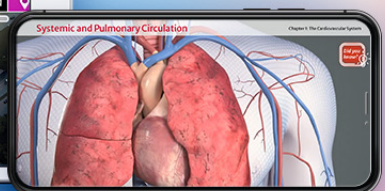
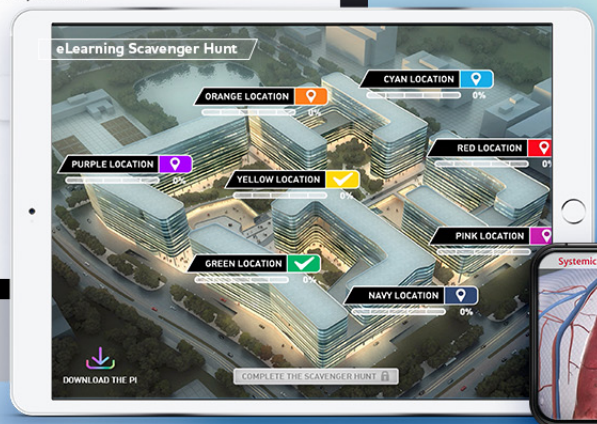




The Benefits of Experiential eLEARNING



Watch the demo at <https://tipmedia.com/service/digital-elearning>

Experiential eLearning

Experiential eLearning doesn't just mean PowerPoints and webinars; it's more than a presentation where learners simply click Next to continue. Our eLearning modules use experiential elements to reinforce learning. eLearning can be an interactive and animated experience.

Tipping Point Media's experiential eLearning solutions are designed to engage audiences and promote retention. Our eLearning instructional designers use storytelling techniques combined with adult learning principles to bring your training to life and inspire your audiences to learn and to grow.

Utilizing branching logic, we craft solutions that ask audiences to not only learn information, but also apply it critically to real-world scenarios where decisions have measurable impact. We also use patient journeys and real-world case studies to help audiences put faces and stories to the materials they're learning; this creative approach helps to build an emotional connection to the data and science, which builds long-term retention.

THE BENEFITS OF EXPERIENTIAL eLEARNING

- ▶ **Accessibility.** eLearning modules can be easily hosted online, making them available from anywhere with an internet connection at any time. eLearning can also be accessed from most computers and mobile devices, making it easy to distribute.
- ▶ **Compatibility.** We develop our eLearning modules using Articulate Storyline and Rise software, which allows us to make fine-tuned, responsive training materials. Our eLearning modules are compatible with most Learning Management Systems; if you don't have one, they're also compatible with TPM's Realities CAMPUS for your metric tracking needs.
- ▶ **Expansive.** The modular nature of eLearning makes it easy to add and revise materials over time. Launching a new product? Add a module! New clinical trial data? Update a past module to reflect the new information! eLearning modules make it easy to keep your employees up to date.
- ▶ **Customizable and Adaptable.** eLearning can cover an infinite number of topics in unique and engaging ways. Develop modules for sales force teams, research and development, brand communications, and more. Assets developed for eLearning are easily reused, allowing you to save development dollars by adapting courses for new audiences and use cases.

- ▶ **Incorporating New Technologies.** eLearning modules serve as great bases to incorporate new and immersive learning technologies.
 - ▶ Pair eLearning modules with virtual simulations to teach your audience how to perform procedures, then give them a safe environment to test what they know.
 - ▶ Incorporate augmented and virtual reality to create a seamless transition between eLearning materials and 360-degree content that expands on the core lessons and gives your audience an unforgettable learning experience.
 - ▶ Use eLearning to create patient journeys, using creative storytelling and immersive visuals to help your audience emotionally connect with patients and their stories.
 - ▶ Branching logic helps your audience to think critically; not only do they learn new information, but they must also apply that information to real-world scenarios where decisions have measurable impact.

HERE'S WHAT THE RESEARCH SHOWS

- ▶ **On average, eLearning modules can reduce training times by 40-60%.** They're easy to start and stop and use microlearning techniques to break dense material down into easy-to-digest chapters. eLearning is a perfect way to provide training resources to teams with busy schedules.¹
- ▶ **IBM** looked into how top learning organizations use learning technology to improve employee efficiency. On average, they saw:²
 - ▶ 19% increase in staff satisfaction and engagement
 - ▶ 12% reduction in training time
 - ▶ 14% increase in productivity
 - ▶ 22% reduction in delivery time
 - ▶ 17% increase in customer satisfaction
- ▶ **Companies with comprehensive training programs have shown 218% higher revenue per employee and 24% higher profit margins.** Over 40% of companies on the Fortune 500 list have invested into creating comprehensive digital training experiences for their employees.^{3,4}

1. Brandon Hall Group's HCM Outlook 2017 Survey
2. IBM, The Value of Training
3. Business Training Experts, Profiting from Learning: Do Firms' Investments in Education and Training Pay Off?
4. IBIS Capital, Global e-Learning Investment Review



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**REALITIES
CAMPUS**

All of our virtual, augmented, and mixed reality solutions include our Realities CAMPUS tracking and reporting system to measure user engagement, progress, and your return on investment.
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