Abstract: Six eLearning modules were recently created to optimize training distribution to external partners – Producers selling Highmark insurance. The focus of the training is to reinforce important concepts for existing Producers and introduce concepts and common business expectations for new Producers. The eLearning modules are designed to engage the user through interactive exercises, games, and scenarios. Other features include easy navigation, audio-driven content, print resources, and completion notification. Some specific concepts that will be shared as part of the presentation include the business strategy, the instructional strategies used to create interactivity and increase engagement, the instructional design documents, image resources and graphic design strategies, development strategies, and the use of third-party software and components to rapidly create interactive elements.

Context and Motivation

Highmark sells 98% of its Small Group business through 170+ General Agencies throughout western Pennsylvania. In 2006, a concentrated effort was made to educate 3,100+ Producers and Sub-producers at the agencies about healthcare basics; regulations and policies; and Highmark’s products, value, and consumer-related initiatives. Six eLearning modules were created to optimize training distribution. The focus of the training is to reinforce important concepts for existing Producers and introduce concepts and common business expectations for new Producers. Specific topics include Introduction to Healthcare Insurance, About Highmark, Governance & Requirements, The Producer Relationship, Products & Value, and Consumerism. The eLearning modules are designed to engage the user through interactive exercises, games, and scenarios. Other features include easy navigation, audio-driven content, print resources, and completion notification.

What is Going to be Shown, Demonstrated or Offered?

A number of departments were coordinated and resources utilized to obtain subject matter. A storyboard and screen ID were utilized to coordinate writing, graphic design, audio recording, and Flash development among team members. Some specific concepts that will be shared as part of the presentation include:

- The business strategy behind delivering training to Producers through eLearning
- The cost savings realized from internal development
- The instructional strategies used within the training modules to include interactivity and increase engagement, including demonstrations of the modules
- The instructional design documents including storyboards that were used to communicate with the client(s) and realize rapid graphic design and development
- Image resources and graphic design strategies for creating a cohesive theme throughout the modules
- Development strategies in Macromedia/Adobe Flash and Dreamweaver
- The use and integration of third-party software and components to rapidly create interactive elements