

Blended Learning – eLearning Course Development



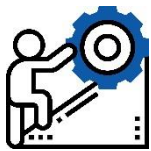
BlueCross BlueShield
of North Carolina

BlueCross BlueShield of North Carolina (BCBSNC) has offered health insurance at competitive prices and supported community organizations, programs, and events that promote healthier living for more than 75 years.

THE CHALLENGE

The Affordable Care Act (ACA) of 2013 is the most significant policy and regulatory overhaul to the health insurance industry in more than five decades. For many companies—BCBSNC included—it meant a fundamental change in the way they did business.

To remain a leader in the new healthcare market, BCBSNC had to quickly transform their products, systems, and workforce, as well as dramatically reduce administrative costs. With 4,400 employees of all ages, computer aptitudes, and who speak various languages, any new course would have to be culturally appropriate, user-friendly, easily accessible, and visually engaging—without compromising content integrity.



APTARA'S SOLUTION

Aptara designed and implemented a blended eLearning model that included two integrated, dedicated teams; BCBSNC was able to select the most appropriate team for each task. This 'task-sourcing' approach combined onshore BCBSNC instructional designers with offshore teams of Aptara developers, designers, and HTML5 specialists.

Each of the new multi-level courses:

- addressed corporate infrastructure and operational changes required for ACA compliance.
- made course navigation intuitive through interfaces like those of popular social media platforms.
- offered a conversational narrative.
- ensured well-paced delivery and the generous use of graphics, charts, diagrams, and props.
- improved BCBSNC's metrics for agility and customer service.



THE RESULT

The new model put in place by Aptara was vastly different from BCBSNC's former process yet was widely accepted.

The new mobile training was so well received that employees requested future training be similar. It boosted employee pride and satisfaction and kept the staff working as a team. It allowed BCBSNC to quickly retool and reorganize in time to meet looming Affordable Care Act compliance deadlines.



In 2013, BCBSNC and Aptara won a 2013 Brandon Hall Award for Best Learning Team.