



Rapid Interactivity for Effective Learning

## Case Study

Philips Learning Center uses Raptivity to make online courses interactive with games



*“We were using customized work for our online courses with other vendors, which was more costly and time consuming. Interactive quizzes and multimedia were incorporated in the courses but until we started using Raptivity we were not able to incorporate interactive games.”*

Barbara Lebron – Online Course Developer at Philips Healthcare

## **Philips Business Environment**

Royal Philips Electronics of the Netherlands is a diversified health and well-being company, focused on improving people’s lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity.” Headquartered in the Netherlands, Philips employs approximately 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare.

## **Business Situation and Problem Definition**

Philips Healthcare developed the Philips Learning Center in 1999 as an easy-to-use and cost-effective way for nurses, radiologic technologists, and other medical professionals as well as Philips Healthcare employees to obtain online continuing education. The Philips Learning Center caters to different learning styles and offers self-directed courses, disease-specific case studies, webcasts, archived lectures, and multimedia tutorials. The usability and persuasive design of the online courses are critical to more than 400,000 registered users as well as to the company's business objectives. The purpose was to create a learning environment that would leverage cognitive benefits of game-based learning in a manner that was cost-effective, rapid to build, and enjoyable.

## **The Challenge**

Barbara Lebron is recognized as an expert resource for teaching clinical and technical concepts in MRI, CT, general radiology, ultrasound, and vascular imaging. Barbara has worked for Philips Healthcare for over 20 years as a Clinical Sales Support Manager for CT/MRI and currently as an Online Course Developer for the Philips Learning Center. Her responsibilities include developing and updating online education courses, working with subject matter experts, education partners, content developers and authors, and managing the continuing education process for the various accrediting organizations.

The Philips Learning Center needed to create interactive online healthcare games to cover various clinical and department topics. These games would assist healthcare professionals in meeting the challenges they face in keeping up-to-date with a constantly changing healthcare environment and strict continuing education (CE) requirements. They were using customized work with other vendors, which was more costly and time consuming.



## **Need for interactivity in online courses**

The goal of the Philips Learning Center is to create meaningful, high quality, and engaging online continuing education. The most effective way to achieve this goal is by creating an interactive learning experience so it can be understood and retained. Individuals of all ages learn best by personally interacting with the material. With interactive content, learning experiences become memorable and fun. . That is why Barbara realized the need for interactive games in the courses she created.

Barbara says *“With Raptivity, it was possible to create more effective interactive games, quickly and easily. The use of graphics and imagery enhances the retention of important concepts, terms, and usages. Raptivity interactions focus on giving the learner options from which he or she can select the correct answer.”*



## Business Problem and Solution

### The Approach

The Philips Learning Center offers online continuing education to assist healthcare professionals to meet the challenges they face in keeping up-to-date with a constantly changing healthcare environment and strict continuing education requirements. When the Philips Learning Center first collaborated with Harbinger in 2009, gaming was an emerging training methodology and was not well deployed in healthcare. The objective was to create a learning environment that would leverage cognitive benefits of game-based learning in a manner that was cost-effective, rapid to build, and enjoyable.

The Philips Learning Center team learned about Raptivity through colleagues, course developers, and by way of its awards of excellence in e-learning.

Barbara says, *“We have always incorporated interactive quizzes and multimedia but until we started using Raptivity we were not able to incorporate interactive games.”*

The Philips Learning Center has developed and published over 100 stand-alone Raptivity interactive games. Interactive games and simulations have been added into a number of existing modules and new tutorials, along with audio, video, images, and graphics for the purpose of delivering effective content that is interesting and meaningful.

*“My personal favorite Raptivity games are from the Games TurboPack, the MindPlay Turbo Pack, Million Dollar Quiz, Spin the Wheel, and Feud Game Shows, as they are similar to some of my favorite game shows which makes learning fun as well as educational.”*



Image 1: Samples of [Philips Learning Center games](#) created using Raptivity



“With the help of Harbinger’s thought leadership on game based learning development and its innovative product, Raptivity, it is more easily possible for the Philips Learning Center to create more effective interactive games for e-learning content.” **Barbara**

## Resulting Benefits:

- Philips Learning Center achieved their objective to create a learning environment that would leverage cognitive benefits of game-based learning in a cost-effective manner.
  1. Raptivity games incorporated in the courses were rapid to build and cost-effective.
  2. Learners of Philips Learning Center online courses have advised that they enjoy the gaming experience.
  3. Philips Healthcare has received requests for more learning games on various healthcare topics with the help of Raptivity interactive games.
  4. The addition of Raptivity Interactive healthcare-oriented games has provided an excellent supplement to the portfolio of learning services for the Philips Learning Center.
  5. The interactive games are also very easy to integrate into the future course development workflow.

## Make Learning Interesting with Raptivity Games

Games help learners in many ways: to strengthen recall, practice new knowledge, reinforce learning, assimilate information and interact

Raptivity offers a library of learning games which help you combine learning with fun. These games can be easily customized without programming! [Read more...](#)

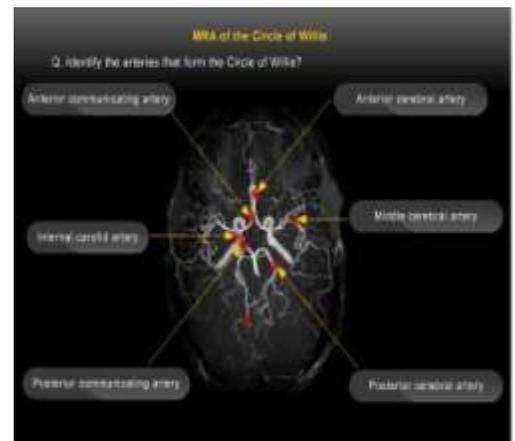


Image 2: Samples of [Philips Learning Center games](#). created using Raptivity



## About Raptivity- Rapid Interactivity for Effective Learning

[Raptivity](#), the award-winning rapid interactivity builder, helps you create true learning outcomes with meaningful interactivity. The Raptivity library of pre-built interactions is based on best practices in instructional design. The library of learning interactions includes learning games, simulations, videos, 3D objects, virtual worlds, animations, puzzles, surveys and many more. Raptivity allows complete customization of each interaction and outputs your interactivity to a single Flash file which fits right into your eLearning tools. Raptivity includes 170+ interactions available in the form of over 15 convenient packs. Each pack is designed to suit your various eLearning needs.

[Take a free trial](#) now.

