

April 30, 2007

To: -----, Director of Education, Swedish Medical Center

From: Paula Sawlidi, HealthStream System Administrator, Swedish Medical Center

Subject: Proposal for Learning Technology/Web Administrator Position within Education Department

Background:

HealthStream Learning Center (HLC)

In the late 1990's HCA Inc. partnered with HealthStream, Inc. to provide a web-based learning management system for use in its medical facilities. Mandatory employee education is assigned and tracked using the HealthStream Learning Center (HLC) at Swedish Medical Center (SMC), the Southwest ER (SWER) and Emergency & Transport Systems (ETS).

In 2006, SMC significantly increased usage of HLC features resulting in an average of 17.2 course completions per student compared to just 1.58 completions in 2004. We now use the HLC for assigning and tracking annual regulatory courses, enrollment, grading, authoring of facility-specific web-based training and tracking of lecture-based class schedules. Plans are to integrate even more HLC functionality by allowing online class registration, credit for in-house activities such as staff meetings and in-services and introduction of web-based courses to replace or enhance instructor-led classes.

SMC Intranet

SMC has recently expanded its Intranet content making it an invaluable communication tool for all hospital staff. Examples of Intranet content: Policies & Procedures, Education, Carenotes, and the Laboratory Compendium.

Problem:

As the use of the HLC and the Intranet increases at SMC and its adjunct facilities, the need for a position with responsibilities dedicated to these two areas is vital. This is a proposal to add a new position, a Learning Technology/Web Administrator (LTWA). This position would be an Education Department full-time staff member with regular reporting to the Ethics and Compliance Officer and Information Services.

At present, staff is unsure whom to contact for assistance regarding the HLC. HLC duties are divided up between many staff members in many departments e.g. Code of Conduct Refresher tracking by the Ethics and Compliance Officer and staff, Code of Conduct Orientation tracking by Human Resources, tracking of facility-wide regulatory coursework by Education Department staff, employee active/inactive status by numerous departments. This division of work leads to inconsistencies and delays in educational assignments and tracking.

Advantages of this position (the LTWA):

- One contact person.
- Problems would be determined and resolved quickly.
- Assignments would be refined and corrected quickly.
- Training of staff would be consistent.
- Guidelines for HLC use would be determined and relayed to staff allowing for increased ease of use.
- Authored courseware would have a consistent appearance with guidelines to staff experts on course content.

The SMC Intranet has also become a tool increasingly accessed by staff members. The LTWA would provide a consistent user interface for the intranet pages. Sub-section experts in areas such as Food and

Nutrition services, Education, Pharmacy, and Laboratory, would be contacted regarding department-specific intranet content. The LWTA would be responsible for updating and posting Policies and Procedures. Because the intranet would be updated daily staff would increasingly turn to this for up-to-date communication of SMC information. Again, having one position would provide needed consistency and give staff one person to contact for Intranet questions.

Following is the detailed job description for the Learning Technology/Web Administrator.

Job Description:

I. Position Summary:

- A. Learning Technology Administrator: Assigns, tracks and manages SMC, SWED and ETS employee education using HealthStream Learning Management System (HLC) with an emphasis on facility-wide coursework e.g. Code of Conduct, mandatory regulatory courses. Develops and maintains online courseware using supporting applications. Develops training material for HLC end-users, all levels. Trains and manages HLC Associate Administrators and employees. Provides appropriate communication and HLC help desk support for all staff. Utilizes all aspects of technology to provide state-of-the-art learning environments for SMC departments and employees. Provides clerical support to the Education Department.
- B. Web Administrator: A technology position that develops, implements and manages Swedish Medical Center intranet sites with an emphasis on communication and education strategies. Plans and develops web content, provides updates and daily web support ensuring accuracy and consistency. Identifies, develops and implements strategies to use the Intranet for effective employee communications now and in the future. Coordinates and facilitates the development of dedicated sections of the SMC Intranet e.g. Policies and Procedures, Education Department. Trains, supports and engages sub-section managers. Leads marketing and promotional efforts for the Intranet. Uses testing to refine site design.

II. Position Requirements:

- A. Licensure/Certification/Registration: None
- B. Education: Bachelor's Degree in Computer Science, Information Systems, Graphic Design or equivalent preferred.
- C. Experience: Three years experience as a web developer required. One - two years experience with graphic design or image editing required. HealthStream Learning Management System (HLC) experience preferred.
- D. Languages to include: HTML, DHTML, SQL, and FTP Protocols.
- E. Authoring: PowerPoint, Macromedia Contribute.
- F. Software: PowerPoint, Word, Excel, Access, Outlook, FrontPage, Publisher, Adobe and Macromedia Suites, HealthStream Learning Management System.
- G. Knowledge/Skills/Abilities:
 - 1. Advanced knowledge of all software mentioned above with emphasis on Microsoft Office Suite, FrontPage and Macromedia Contribute.
 - 2. Understanding of user interface design principles and information architecture principles for the web.
 - 3. Experience with design, color theory and information architecture.
 - 4. Advanced AV capabilities with classroom AV systems and digital cameras.

5. Intermediate ability to understand networks, printers and PC-related work environments.
6. Excellent writing and editing skills.
7. Must be highly organized, analytical and detail-oriented.
8. Ability to work independently and in a team environment.
9. Ability to manage multiple tasks/projects at one time.

III. **Degree of Supervision Required:**

Minimal supervision. Project-driven deadlines. Individual must be disciplined and proceed on their own initiative, in compliance with policies and practices prescribed by the Director of Education, to complete projects in timely manner.

IV. **Orientation Period:** 2 weeks

Feasibility:

Currently, I perform the majority of the tasks detailed above. By adding the responsibilities of Code of Conduct Orientation and Refresher tracking, Policy & Procedure updates and SMC Intranet redesign and maintenance I can provide the dependability needed in these technology areas. In 2005, our HLC ratio of completed courses to employees was the lowest in the entire HealthONE system. The Education Department's goal is to put SMC at the top but to do so requires the consistency and reliability of a Learning Technology/Web Administrator position.