WHY IS AHA eLEARNING RIGHT FOR MY ORGANIZATION?





eLEARNING

Gives students the flexibility to learn anywhere and at anytime! Courses are fully self-directed online, and do not require a separate skills testing.



BLENDED LEARNING

Combines eLearning with a handson skills session. The skills session is completed in person with an AHA instructor or using a Voice Assisted Mankin (VAM), where available.¹

¹For American Heart Association courses that include psychomotor skills such as CPR, students must complete a hands-on session to obtain an AHA course completion card.



BENEFITS FOR YOUR ORGANIZATION

AHA eLearning and blended learning can be implemented with almost every kind of organization. AHA eLearning courses are a great option to meet your training needs. For more information specific to your type of organization, contact your AHA Account Specialist.







Healthcare Organizations



Businesses or Corporations



Educational Organizations



Sports Associations

BENEFITS FOR YOUR STUDENTS

Learning styles vary between students and you may discover eLearning meets the needs of some, while others prefer classroom training. Here are a few of the reasons for maintaining AHA eLearning, reported by AHA Training Centers:

OUALITY OF TRAINING

Material in eLearning courses is developed through AHA science research, and the *AHA Guidelines* for CPR and ECC are a proven source of quality.

CONSISTENCY

Each student receives the same experience and can review the topics they find challenging as many times as they need, which increases their confidence and mastery of skills.

CONVENIENCE

A student can complete most if not all the course online (depending if it is a blended learning or eLearning course).

AHA eLEARNING RESOURCES



Research Behind Online Training Heart.org/eLearningStats

HeartCode Ohio Health Case Study Heart.org/HeartCode CPR, First Aid, AED Courses eLearning.Heart.org



WILL AHA eLEARNING DELIVERY WORK WITHIN MY ORGANIZATION?

DELIVERY METHODS FOR AHA ELEARNING

- I am ready to implement eLearning, but I don't understand my distribution options. How will this impact the way we deliver and manage training?
 - The first step to getting an answer is to talk to your IT or HR departments to see if you have an in-house Learning Management System (LMS) and if so, to find out which vendor. We can help you identify the best way to get set up; we even offer a course assignment and management administrative tool called the Training Central™ that will make assigning courses to and communicating with your students seamless. The goal is for your AHA eLearning to work along with your organization's existing training, HR, and compliance platform, if you already have that relationship set up.
- What is an LMS? How do I find out if we have one? How can I determine if my IT department can support this?
- An LMS is a software solution that organizations use to manage employee training, records, and other HR and education functions. To find out if you have one, ask your IT or HR departments. If your organization is already using an LMS, you will be able to use your LMS to deliver AHA courses and track student progress.









WILL AHA eLEARNING DELIVERY WORK WITHIN MY ORGANIZATION?

MANAGING THE eLEARNING PROCESS

- Does our legal department have to sign a Master Service Agreement? What is the contracting process?
- Purchasing eLearning and blended learning courses is no different from how your account currently orders textbooks and classroom materials; you would still purchase AHA materials, just through a different delivery channel. It would be handled the same way you currently conduct purchasing, either through your department or a purchasing department.
- Once eLearning is implemented, how easy is it to maintain?
- Once your organization gets into a rhythm of offering eLearning and blended courses, it is easy to maintain. Your AHA Account Specialist is always available to answer any questions, and the team is always working on new functionalities to keep both the course and the management piece (assigning, communication with students, etc.) as easy as possible.

- What technical support is available for AHA eLearning?
- There are multiple levels of support for AHA eLearning. Depending on your delivery method and the issue, this will be some combination of your LMS provider, AHA support, and/or your own IT team.
- What resources are available to assist with change management and internal adoption? Are resources available to educate, market, and remind students of due dates? How do I market eLearning? Can I put a link to AHA on my website?
- Yes, for all eLearning implementation methodologies you will be provided with various marketing collateral like product announcements, available demo videos, course catalog information, etc. On the admin side of your eLearning course management, you can communicate with students based on their training status.



Ready to try eLearning in your organization?

Review the eLearning checkpoints resource to get some ideas on the types of questions to ask internally.

*Heart.org/eLearningCheckpoints**



HOW DO I ADDRESS CONCERNS WITHIN MY ORGANIZATION?



THE VALUE OF eLEARNING

- Doesn't implementing eLearning mean my Instructors will lose their job security over time?
- Instructors will always be the crucial facilitators of hands-on skills sessions, what most would argue is the most important piece of the training. When Instructors focus on the hands-on sessions, they focus on what they do best and on the portion of the course that prepares students for real-life scenarios and leads them to feel confident and competent in their skills. The more time-consuming cognitive portion of the course can be covered for the student with the online training, and then Instructors have more time to concentrate on students' knowledge gaps, remediation, and hands-on sessions.
- There is no one at my organization to champion changes like eLearning implementation. How can I justify the change management required for the transition?
- Across all organizations, once eLearning is implemented, the number of trained individuals can largely expand because of the flexibility of eLearning training, thus building life-saving skills and furthering the AHA's mission to save more lives. See below for more information on how to calculate the costs of eLearning and how those would compare to the current training costs at your organization.

- What is the benefit of changing the classroom training process that is already working in my organization?
- There are many benefits for an organization that transitions to eLearning and blended learning.
 - You can appeal to many kinds of learners, and show that your organization is in touch with the latest market trends. Many learners (especially younger students) prefer learning on their own time and schedule.
 - You can minimize scheduling restrictions and the costs associated with them.
 - You can train more employees in lifesaving skills by being able to reach remote employees and by providing consistent training.



HOW DO I ADDRESS CONCERNS WITHIN MY ORGANIZATION?



THE VALUE OF eLEARNING

- Is there a cost savings if I introduce blended learning to my organization?
 - While there is an initial operational commitment to jumpstart blended and eLearning at your organization, this eventually results in effective and efficient training based on how you manage it. The cost to adopt eLearning is different in every organization based on volume of training, access to a Learning Management System (LMS), costs to arrange and pay Instructors for hands—on skills sessions for blended course. We've created a cost calculator to use as a reference point as you plan for the transition in your organization. Please note: costs differ by organization this is meant to be a directional guide to assist in answering this question.
- How would I even begin the process of implementing AHA eLearning?
 - You can try piloting eLearning in your organization with one course or in one department. Think about opportunities to introduce eLearning with staff that enjoy spearheading new technological/innovative ideas. Look at this as a chance to influence your organization's training quality and efficiency. Have you tried introducing eLearning with one course and seeing how it goes? Some organizations have seen success using blended learning with remote staff who might not have the time to travel for a full classroom course. Changing your training processes gradually gives you the opportunity to test and identify what works best (and what doesn't) for your organization.

Alternatively, changing your training processes all at once might be the answer for your organization. Benefits to this approach might include efficiencies of scale and managing employee communications.



COMPARE THE COSTS FOR AHA eLEARNING

Heart.org/eLearningCostWorksheet





IMPLEMENTATION AND BEST PRACTICES FOR AHA eLEARNING

The following content should help your Training Center (TC) with the business management of eLearning training, including tips for your students' completion of the online portion of courses and best practices for hands-on skills sessions.

Help students who may not be technologically savvy complete the online portion with tips and advice for success. Here are some tips for the learners at your TC, who need to complete a blended learning course:

The online portion does not have to be completed in one sitting. Students can work on a few modules at a time and come back later. Incomplete modules may not be recorded/captured. Before students leave the program, they should be sure to click the "Exit Exercise" button in the top right-hand corner to ensure their progress will be saved.

Tips on completing the HeartCode eSimulations (eSims): For students who have not yet completed a HeartCode eSim, be sure to have them review the "How to Complete the Patient Cases" document located in the eSim Tutorial section of the program to become familiar with the basics of the eSim program.

The AHA has collected some best practices for scheduling and managing hands-on skills sessions from Training Centers around the country.

Please note: AHA TCs are independent businesses who set their own schedules and fees; these points are successful practices that some of our TCs have reported to the AHA.

- Do we get a refund for the license if employees don't complete the course? What if a student can't pass?
- The AHA does not issue refunds for licenses if employees do not complete the course; once a student begins a course it cannot be completed under a different account. If a student cannot pass the eLearning course, they can sign up for an Instructor-Led classroom course.
- How long do students have access? 2 years? Entire 5-year Guidelines cycle?
- A student has access to the online portion of their course for 2 years, unless the AHA discontinues that course. Over the course of the 2 years, the student can utilize the course as a reference for the training they have received.
- Can I put a link to AHA on my website?
- Yes, The official AHA/ASA Linking Policy is updated regularly and can be viewed at *Heart.org/LinkingPolicy*.





IMPLEMENTATION AND BEST PRACTICES FOR AHA eLEARNING

- Is CE available and how do students claim Continuing Education (CE) credits? Is the process the same as claiming for an Instructor-Led course?
- For information on how students can claim credits for any type of ECC (Emergency Cardiovascular Care) event or course, visit the CE credits information page at Heart.org/ClaimCE.
- Are resources available to educate, market, and remind students of due dates?
- Yes, for each course there will be a product information flyer, FAQ, and other resources when available. These will be shared with organizations who manage their AHA eLearning through Training Central, a LMS Provider, or a Direct Link LMS Integration. The reminder process is different for each management methodology; please talk to your AHA Account Specialist for more specifics.

How do I market eLearning?

You can advertise your TC's course listings on the AHA's Find a Course Tool on the Instructor Network. It is easy to use and one of the best ways to publicize your TC to those who may be unfamiliar. Social media is another great tactic for promotion of your TC for skills sessions. Folks in our network have used Facebook, Instagram, and Twitter. Another strategy is contacting or sending mailings to local medical clinics, who have employees with limited time for training and appreciate the benefits of blended learning and eLearning. You can add messaging to your website and on-hold phone messages as well. To learn more, visit *Heart.org/FindaCourse*.





