



FLEXIBLE training.

SafeCare BC Uses Blended Learning
LMS to Reach Dispersed Learners

Challenge

CUSTOMER CASE STUDY



CHALLENGE

Find a scalable, accessible LMS to automate processes and provide training to busy, geographically dispersed learners.

SOLUTION

Absorb LMS with eCommerce.

RESULTS

Flexible, time-saving training for external learners that can take place anywhere.

SafeCare BC plays a vital role for long-term healthcare workers in British Columbia, Canada. The industry funded, non-profit association provides education and training to those working in the continuing care sector. Healthcare workers—many of whom access SafeCare BC training through employer-paid memberships—benefit from critical and practical training in areas like musculoskeletal injury prevention, violence prevention, dementia education and more.

Before having a learning management system (LMS), SafeCare BC's education offerings were limited to in-person sessions, delivered over an 8-hour workday. With just 13 employees and several contracted facilitators, this posed accessibility challenges for learners working in rural areas and those restrained by workday hours.

"We had difficulties reaching all our learners," said Katie Schultz, SafeCare BC's Learning and Development Advisor. Because of healthcare workers' packed shifts and schedules, "It's difficult for people to take time off to travel and attend an 8-hour course," she adds.

To manage training registrations, SafeCare BC previously relied on a customer management system with an event registration feature. According to Schultz, the functionality was simplistic and unintuitive. "We needed to monitor registrations ourselves and send all emails and completion certifications manually." In other words, staff were losing a lot of time on administrative tasks.

SafeCare BC was eager to find an online, time saving and user-friendly alternative that would allow the organization to offer more educational opportunities to its learners.

Solution

After conducting research, the SafeCare BC team determined the association needed a specialized LMS to reach more learners. They also identified their must-have LMS features, including:



Online and blended learning options, to accommodate workers' limited time



Mobile-optimized courses and microlearning features, making learning accessible from anywhere



Automated learner management, ensuring administrators could focus on high priority work



E-commerce functionality that would allow them to sell course registrations to external learners, automatically categorize these learners and charge fees based on membership



Enrollment key function, so organizations could easily pay for their workers' training up front

Absorb LMS was ready and able to deliver a robust eLearning platform with all the above and more.

"We approached Absorb because they offered everything our learners needed, along with an interface that was easy to use and understand," said Schultz.

Schultz and the program coordinator worked closely with their Absorb onboarding team to set up the LMS, which she describes as a seamless experience.

"We approached Absorb because they offered everything our learners needed and asked for, along with an interface that was easy to use and understand."

— SafeCare BC

"From setting up the contract to ensuring we were ready for launch, they were patient and thorough from beginning to end."

Schultz said they felt comfortable sending their Absorb representatives any question—and they grew accustomed to receiving a response in a matter of minutes. "The team knew the software inside and out and what was possible. That was so helpful, since it was our first LMS and we were totally out of our element," she noted.

Absorb LMS's integration with Zoom was an unexpected bonus for Schultz and her team. The ability to manage and schedule webinars within one system was a time saver for administrators.

When it came time to launch, SafeCare BC's pivot to eLearning couldn't have been better timed. The association launched its LMS just a few months before the COVID-19 pandemic locked down workforces, limited in-person gatherings and increased the need for safe and compliant healthcare practices.

Results

Absorb LMS empowered SafeCare BC to deliver relevant, high-quality training to healthcare workers during a critical and challenging period. To support those working on the front lines, Schultz quickly published six, 30-minute modules on topics like COVID-19 safety, mental health, infection control, outbreak prevention and personal protective equipment.

“People were really excited that we could provide a lot of important, timely training,” said Schultz. “We were proud to provide our members with knowledge to keep them safe at work.”

With Absorb LMS, the association was finally able to match healthcare workers’ hunger for training. Within one year of launching the LMS, SafeCare BC hosted 24 webinars and saw nearly 2,500 new learners register for online courses—exceeding their new user target by 500%.

In addition to modules specific to COVID-19 safety and protocols, the association also created and published two new online courses, adopted a series

of eLearning modules created by other health organizations and transitioned an existing, 8-hour in-person course to a blended format.

“Our learners tell us they appreciate how easy it is to access training now, from wherever they’re located,” said Schultz. “They also say the LMS looks great and is simple to navigate.”

For administrators, Schultz says the team took advantage of Absorb LMS’s automated learning management and analytics features. SafeCare BC can now easily monitor learner activity and course completions, which Schultz says is helping the association make more efficient, data-driven decisions. “Our CEO loves the reporting features,” she said.

SafeCare BC continues to pivot its learning strategy with Absorb LMS, finding new ways to transition in-person training online and provide eLearning that reflects healthcare workers’ evolving needs and industry protocols.

About SafeCare BC

SafeCare BC is an industry funded, non-profit association working to ensure injury free, safe working conditions for continuing care workers in BC. SafeCare BC strives to be the industry leader in advancing injury prevention and safety training for long-term care and home support workers.



SafeCare BC

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