



Michigan Department of Community Health

www.michigan.gov/mdch

Industry

Government

Challenges

- Improve the quality and availability of training to geographically dispersed employees
- Deliver and manage cost-effective training programs for a variety of state agencies

Solution

- Adobe Connect for eLearning
 - Adobe Connect for Web Meetings
- OPHP uses Adobe Connect to efficiently deliver ongoing education about developing health concerns and strategic initiatives to more than 4,400 MDCH employees statewide.

Results

- Delivered cost-effective, efficient live and on-demand training to state employees
- Reduced travel costs associated with on-site training
- Enabled better communication among state offices, charitable health organizations, and health officials across the region
- Aided emergency preparedness with improved online collaboration

Systems at a glance

- Adobe Connect
- Adobe Presenter

State of Michigan Department of Community Health

State agency strengthens community health protection with rapid online training using Adobe® Connect™

Cost-conscious public health training

A myriad of public health emergencies can affect citizens at any time. The Michigan Office of Public Health Preparedness (OPHP) exists to protect residents against chemical, biological, and radiological threats. As part of the Michigan Department of Community Health (MDCH), OPHP collaborates with local, state, tribal, and federal authorities to minimize threats to public health from attacks, accidents, or other incidents.

Because public health hazards can strike at any time, OPHP is challenged to provide timely, accessible training to MDCH employees statewide to ensure appropriate preparation and response to known threats. The substantial geographic size of the state—a 14-hour drive from one end to the other—and decreases in funding make traditional in-person training inefficient and expensive.

"Funding for public programs can become scarce at times, but there's never a shortage of work we have to do," says Mary Macqueen, public health emergency preparedness section manager. "We needed to find a way to deliver critical preparation information and training to community health professionals and advocates throughout the state as quickly and cost-effectively as possible."

To address these concerns, OPHP adopted Adobe Connect to deliver accessible live and on-demand training for researchers, hospital officials, and community health advocates.

Reaching a wider audience

With more than 25 offices statewide—and state organizations such as Women, Infants, and Children (WIC), the Great Lakes Border Health Initiative program, and the Chronic Disease and Injury Control Division under the MDCH umbrella—coordinating on-site training sessions is a time-consuming task. Adobe Connect provides OPHP with an easy-to-use and cost-effective alternative to traditional in-person trainings.

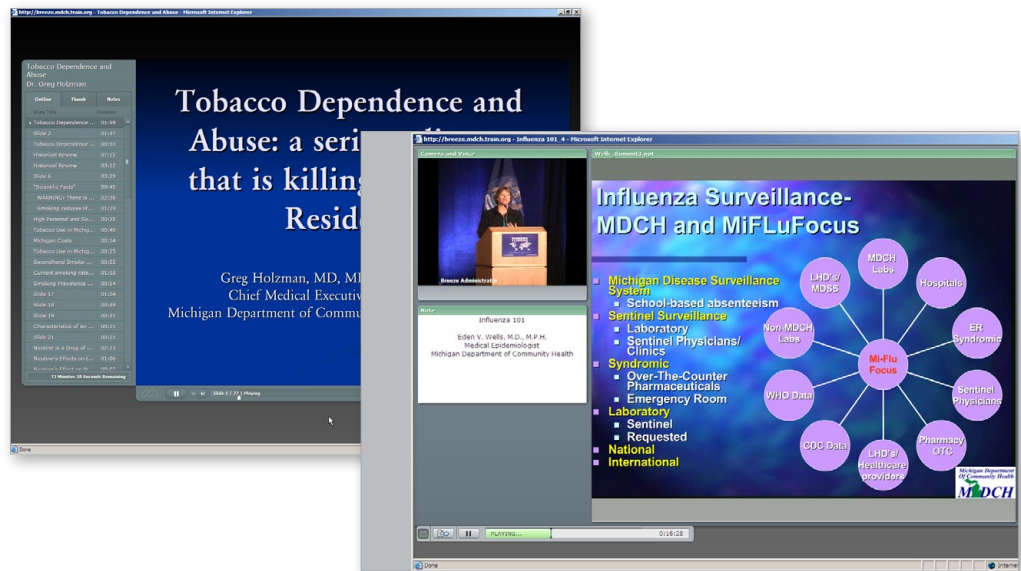
With Adobe Connect, OPHP can provide state health officials and hospital administrators with rapid, secure online access to live training classes or pre-recorded training sessions on-demand, without the hassle or expense of intrastate travel. In a single quarter, one department saved \$7,000 in travel costs by using Adobe Connect. Because participants need only the free Adobe Flash® Player, they can easily join a conference from any location and engage in live chats, rich presentations, and other interactive sessions. The dynamic, online training sessions encourage collaboration and participation from attendees and create an in-person learning experience.

"Adobe Connect enables us to deliver the same vital information as in-person training classes to a wider audience, even as we face budget cuts," says Macqueen. "It's proven to be such a useful and intuitive solution that many of our partners have been clamoring to use it on their own."

Since OPHP deployed Adobe Connect, community health partners from across the state are empowered to take an active role in managing their own training schedules by working through OPHP to set up short-notice training sessions or meetings.

MDCH offices and partners are now conducting weekly training sessions for up to 50 people, featuring guest presenters and covering topics such as public health preparedness, smoking cessation and chronic disease, and injury prevention. The training sessions are recorded and made available for replay and added to MDCH's library of educational materials.

Adobe Connect provides health officials and hospital administrators of the State of Michigan Department of Community Health with secure, dynamic, online training classes or on-demand sessions without the hassle or expense of travel. Adobe Connect encourages collaboration and enhances the overall learning experience.



“Adobe Connect enables us to deliver the same vital information as in-person training classes to a wider audience, even as we face budget cuts.”

Mary Macqueen
Public health emergency preparedness section manager,
MDCH Office of Public Health Preparedness

The future of public health preparedness

Facing ever-present threats to public health and budget constraints, OPHP is using Adobe Connect to help bridge the gap between the needs of the public and available resources. Since adopting the Adobe solution, OPHP has achieved the benefits of delivering live and on-demand training to geographically dispersed employees and partners, while substantially reducing operating costs.

As a secure and cost-effective complement to OPHP’s learning management system, Adobe Connect provides the organization with dynamic tools to produce customized, interactive training sessions that address important issues.

“Adobe Connect has helped us achieve our primary goal of delivering training to a wider audience more quickly,” says Macqueen. “The cost savings and increases in productivity from minimizing travel also enable us to operate more efficiently and sustainably. It’s revolutionizing how we prepare and respond to future challenges to keep residents healthy and safe.”

For more information
www.adobe.com/products/adobeconnect
www.adobe.com/resources/elearning/



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