



# Innovating to transform healthcare for Canadians.

CFHI delivers bilingual events across Canada to help organizations improve patient care and community health.

Canadian Foundation for **Healthcare Improvement**

Fondation canadienne pour **l'amélioration des services de santé**

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*Kelly Ripley, Digital Media and Online Learning Specialist, Canadian Foundation for Healthcare Improvement*

## SOLUTION

Adobe Connect

## RESULTS



Seamless **BILINGUAL** event delivery



**\$1K** **SAVED** per person through virtual participation



One year of **LICENSING** for cost of single webcast



**ENGAGES** learners with interactive elements



## Canadian Foundation for Healthcare Improvement

Established in 1996

Employees: 74

Ottawa, Ontario, Canada

[www.cfhi-fcass.ca](http://www.cfhi-fcass.ca)

### Partner

Dialogue Conferencing

[www.dialogueconferencing.com](http://www.dialogueconferencing.com)

## CHALLENGES

- Promoting collaboration and peer-to-peer learning among public and private healthcare stakeholders
- Delivering all webinars bilingually
- Minimizing webinar costs while increasing participation

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*Kelly Ripley, Digital Media and Online Learning Specialist, Canadian Foundation for Healthcare Improvement*

## Improving health and care for all Canadians

The Canadian Foundation for Healthcare Improvement (CFHI) identifies proven innovations and accelerates their spread across Canada by supporting healthcare organizations to adapt, implement, and measure improvements in patient care, population, health, and value for money.

Funded by the Government of Canada, the not-for-profit, non-partisan Foundation partners with federal, provincial, and local government agencies, as well as health system leaders, care providers, and patients and their families, to tackle common problems. Constituents from these groups make up quality improvement “collaboratives” that help CFHI share, spread, and scale up evidence-based, patient-centered practices.

The collaboratives then apply the Foundation’s improvement methodology, which supports them in assessing challenges, articulating objectives, designing solutions, implementing improvements, and evaluating outcomes. Distance learning, including CFHI live “On Call” webinar events and self-paced education, is a crucial tool for accomplishing organizational objectives.

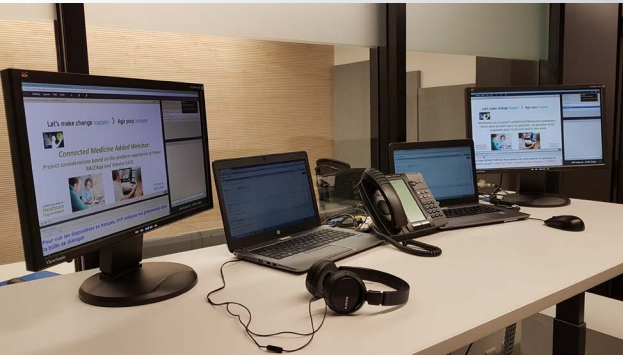
“We launched distance learning ten years ago as quarterly teleconferences,” says Kelly Ripley, Digital Media and Online Learning Specialist, Canadian Foundation for Healthcare Improvement. “We introduced webinar technology in 2009 and then webcasting in 2011. When we upgraded to Adobe Connect in 2013, the cost savings were spectacular. We could pay for a full-year’s license for Adobe Connect for what it previously cost to produce a single webcast.”

## Seamless bilingual experiences

As a government-funded entity, CFHI is committed to delivering programs in both of Canada’s official languages, French and English. That means bilingual visual aids, such as Microsoft PowerPoint slides, must be available simultaneously. Among the distance learning tools CFHI evaluated to meet those needs, Adobe Connect was the only one that could use multiple share pods at the same time.

“Other providers suggested holding concurrent events in French and English, but CFHI audiences need to share a common experience,” Ripley says. “Adobe Connect lets us deliver a seamless bilingual experience to everyone.”

CFHI uses an Adobe Connect breakout room for each language, but removes the breakout room chat boxes and replaces them with a shared chat box as well as shared polls, whiteboards, etc. Although the two audiences are separated by rooms that present the primary content in their preferred language, the two audiences are fully integrated.



## SOLUTION AT A GLANCE

Adobe Connect

Besides share, chat, polling, and video/webcam functions, CFHI uses apps and extensions available from the Adobe Connect Apps page, including timers, stage lights, roshambo, and Word Cloud. The Foundation also records every session and makes the recordings available on demand.

CFHI events typically range from 30 minutes to 3 hours with anywhere from 15 to 500 participants. In the past year, CFHI hosted 21 public webinars with a total of 1,121 live-line participants and 1,414 on-demand views. So far in 2017, 231 improvement teams have participated in 77 closed-audience collaborative webinars. The teams include patients and families, physicians and nurses, pharmacists, and provincial/territorial health and social service ministries.

## Evolving and expanding learning experiences

Initially, CFHI used share pods in Adobe Connect to share Microsoft PowerPoint presentations, chat boxes to encourage discussions and facilitate question-and-answer participation, and live polling to capture participant feedback. With assistance from Adobe partner Dialogue Conferencing, CFHI has expanded its Adobe Connect utilization, such as creating templates to simplify event preparation and provide more professional-looking experiences. It has also begun using advanced features to increase engagement, including webcams, whiteboarding, breakout rooms, and apps and extensions.

“After recommending our initial implementation of Adobe Connect, our Dialogue account manager has helped the Foundation continually re-evaluate our needs and provided training and support to help ensure we get the most benefits from using Adobe Connect,” says Ripley.

CFHI is committed to periodically evaluating new learning tools. However, even though many other solutions exist in the market, none can deliver events bilingually or provide the same value, as they cost up to four times more than Adobe Connect. For example, CFHI is reducing internal costs with Adobe Connect by using it to facilitate remote participation in staff meetings, merit review panels, training sessions, and meetings of its Board of Trustees.

“For a 2-day merit review panel, Adobe Connect eliminated travel costs for 14 expert panelists, which saved CFHI \$12,000,” says Ripley. “Not only does Adobe Connect help us engage individuals who are not able to travel, it costs less than the national Treasury Board’s per diem travel rates, saving us close to \$1,000 per participant.”

For more information

[www.adobe.com/products/adobeconnect.html](http://www.adobe.com/products/adobeconnect.html)



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