



Ancient knowledge, modern context.

Jiva Ayurveda teaches 5,000 years of wisdom about the mind-body connection with training delivered through the Adobe Captivate Prime LMS.



"Adobe Captivate Prime supports delivery of both internal and external training at Jiva Ayurveda. Our Learning & Development team has already created more than 80 trainings that are customized to each Ayurvedic doctor's skill level."

Neerja Chauhan, Head of Learning & Development, Jiva Ayurveda

SOLUTION

Adobe Captivate Prime

RESULTS



IMPROVES patient care

250 Ayurvedic **DOCTORS** currently taking training

2,400 Course **ENROLLMENTS** in 11 months



Rewards learners with **"KARMA CREDITS"**



Jiva Ayurveda

Established in 1998

Employees: More than 500

External Learners: More than 2,400

Patient Consultations: More than 5 million

Faridabad, Haryana, India

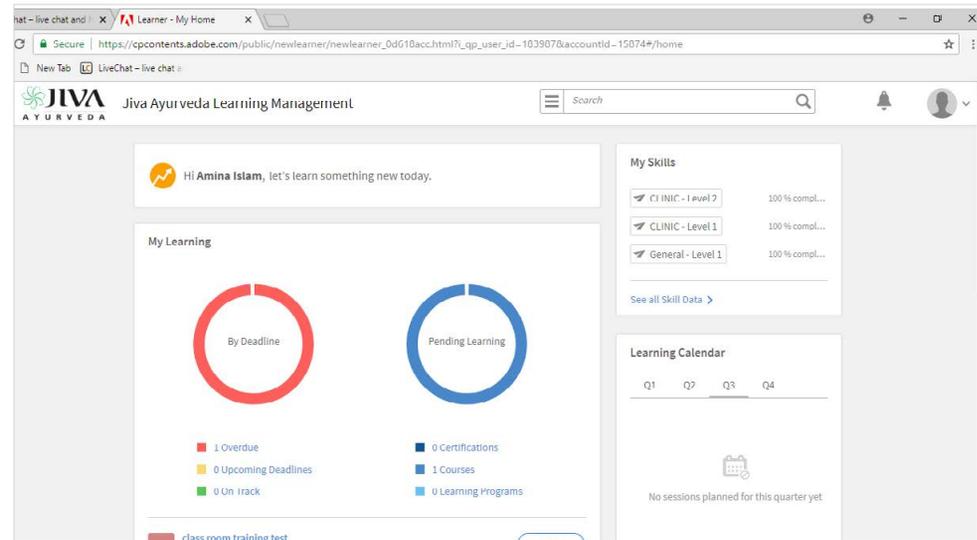
www.jiva.com

CHALLENGES

- Deliver personalized training to a range of skill levels
- Support learning domestically and internationally
- Engage learners with incentives

“Our Learning & Development team is very passionate about what they want to achieve. Adobe Captivate Prime supports our learning culture with engaging experiences and comprehensive data about our training effectiveness.”

Neerja Chauhan, Head of Learning & Development, Jiva Ayurveda



Expanding awareness for health

Centuries before modern clinical trials and systematic research reviews existed, the sages of India established what is still one of the world's most sophisticated and powerful mind-body health systems. Ayurveda—from the Sanskrit words for life (ayur) and science or knowledge (veda)—asserts that nothing has more power to heal and transform the body than the mind.

Many contemporary chronic ailments, such as diabetes, hypertension, obesity, and infertility, can be traced to today's high-stress lifestyles. In response to their growing prevalence, Jiva Ayurveda was founded in 1998.

“Jiva Ayurveda puts ancient wisdom into a modern context,” says Neerja Chauhan, Head of Learning & Development at Jiva Ayurveda. “Combining 5,000 years of knowledge with the latest technologies enables us to authentically practice Ayurveda more efficiently.”

Globalizing Ayurvedic knowledge

Ayurvedic medicine promotes individualized care, including compounds of herbs or proprietary ingredients, and diet, exercise, and lifestyle recommendations. Jiva Ayurveda serves millions of patients through clinics, a telemedicine center, and sales of medicines and products. It also trains clinicians online using Adobe Captivate Prime.

“Adobe Captivate Prime supports delivery of both internal and external training at Jiva Ayurveda,” says Chauhan. “Our Learning & Development team has already created more than 80 trainings that are customized to each Ayurvedic doctor's skill level.”



SOLUTION AT A GLANCE

Adobe Captivate Prime

Adobe Captivate

For more information

www.adobe.com/products/captivateprime.html



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www.adobe.com

Each course comprises videos, study materials, patient case studies, and objective and subjective questions about diagnoses and care delivery. After evaluating other learning management systems, Jiva chose Adobe Captivate Prime to support course administration, documentation, tracking, and reporting. Additionally, Captivate Prime enables Jiva to tag progressive course modules according to each clinician's acquired skills.

The Learning & Development team currently trains 250 doctors from 60 Jiva clinics across India and from the Jiva Ayurveda Medical & Research Centre, which performs approximately 6,000 telemedicine consultations daily. The company also trains international Ayurveda practitioners from the United States, Canada, the United Kingdom, Japan, and Eastern Europe. In the last 11 months, more than 2,400 enrollees have taken courses.

Personalization and rewards

Training includes non-technical and technical skills, such as speaking to patients and determining root causes of conditions. In addition to discussing symptoms, Jiva Ayurveda practitioners talk to patients about topics such as stress, diet, age, and activity level to develop personalized treatments. The Learning & Development team then meets with operations, technology, and subject matter teams to review patient/doctor consultations and modify modules accordingly.

"Our Learning & Development team is very passionate about what they want to achieve," says Chauhan. "Adobe Captivate Prime supports our learning culture with engaging experiences and comprehensive data about our training effectiveness."

Jiva Ayurveda keeps learners engaged using Adobe Captivate Prime gamification. For rapid course completions and high scores, learners receive "Karma credits" that they can exchange for weekend massages, Jiva health and wellness products, or other bonuses and benefits.

Continued outreach

Most patients are between 35 and 60 years old and suffer from age-related chronic disorders such as arthritis and cataracts. However, data from the Medical & Research Centre shows more patients aged 25 to 35 are calling for help with conditions such as acne and hyperacidity. Accordingly, Jiva Ayurveda is training its doctors how to educate younger patients about Ayurveda's benefits. To help develop new modules in Adobe Captivate, the development team is working closely with Jiva's Learning & Development team.

"Adobe has been very good at guiding Jiva Ayurveda toward new capabilities and introducing us to techniques for launching programs faster," says Chauhan. "Adobe Captivate Prime gives us a dependable long-term platform for training doctors who will help people of all ages stay healthy."