



## Molina Healthcare

Leading Healthcare Insurance provider achieves faster sales onboarding using Adobe Captivate.



“With Adobe Captivate we have been able to create entire online curriculum for our Telesales team which has improved their onboarding and got them on the phones faster.”

*Vera Michaels,  
National Sales Training Manager*



### SOLUTION Adobe Captivate

### TOP BENEFITS OF USING ADOBE CAPTIVATE



#### Easy & Effective Simulation

Allowed users to enjoy a highly immersive learning experience; trainers found it easy to create the simulation.



#### Quick Creation & Publishing

Helped trainers speed up their training program.



#### Rich & Interesting Features

Ensured that content creation is simple, efficient and fun.

## Molina Healthcare

Founded: 1980

Employees: 10,000+

Long Beach, California

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

## Challenges in creating content

- Frequently changing software and product details
- Never-ending revisions and updates to course content

## Solution

Adobe Captivate

## Enabling sales and skills training using online curriculum

Molina Healthcare delivers healthcare services and health information management solutions to five million people across 15 states. Based out of Long Beach, California, the company's sales training team strives to create a compelling and informative training program that would help boost Medicare and Marketplace sales with both internal and external agents.

The training program at Molina Healthcare consists of a host of learning modules such as Medicare Foundations (ILT), Sales Processes (ILT), Sales Workshops (ILT), Compliance (Online), Software Skills (Online) and more.

Since learning at Molina Healthcare is driving increased sales, the training team monitors the calls made by the Telesales team to check how the agents are adopting closing techniques and actively demonstrating their listening skills.

The hundred-odd workshops held by the training team each year encapsulates 20-30 courses that were created using various tools, and helps our agents improve their close rates.

*Content creation using Adobe Captivate*

The image shows a screenshot of a training slide titled "Pre-Existing Conditions". The slide has a white background with a teal header and footer. The main content is in black and teal text. On the right side, there is a photograph of a person's hand holding a small white card. The slide includes the following text:

# Pre-Existing Conditions

**No limits regarding pre-existing conditions**

All ACA plans have no restrictions regarding pre-existing conditions.

Some examples of pre-existing conditions:

- Diabetes
- Asthma
- COPD
- Lupus
- Etc.

In some states, if you are a smoker your premium will be higher

**MOLINA HEALTHCARE**  
The Standard of Care

At the bottom of the slide, there is a teal bar with the Molina Healthcare logo and a navigation bar with icons for back, forward, and search.



## SOLUTION

Adobe Captivate

For more information  
[www.adobe.com/products/captivate.html](http://www.adobe.com/products/captivate.html)

## Challenges with creating content

The greatest challenge faced by the organization in terms of training is the nature of its source material. Because Molina Healthcare operates in the healthcare space, it is frequently subjected to waves of changes at multiple levels – the software used by the organization, the product details, and et.al. This results in a never-ending process of creating, revising and updating content for learners.

## How Adobe Captivate helped Molina Healthcare overcome these challenges

Adobe Captivate's rich feature set helped the training team at Molina Healthcare on various levels. The text to speech option offered by Adobe Captivate made content creation a lot faster than voice recording or editing, and also made content updating easier.

Adobe Captivate offered highly immersive simulations that were easy to capture and create. The animated arrows and highlights were easy to use. Most importantly, Adobe Captivate helped Molina Healthcare's training team create and publish the entire online curriculum for its Telesales team quicker than before.

Using Adobe Captivate, the training team at Molina Healthcare has helped its Telesales team achieve improved onboarding and get on the phone faster.