



Empire Blue Cross Blue Shield Integrates Learning with Work using Ninth House

CUSTOMER

Empire Blue Cross Blue Shield

INDUSTRY

Healthcare Services

ORGANIZATION SIZE

5,000+ employees

THE CHALLENGES

Move from classroom training to online training in order to better scale learning across a distributed organization.

"I was an e-learner and now I am an e-worker. Always be aware of the possibilities that technology can do for you. I now encourage managers to look for opportunities to collaborate and learn as part of the work process."

Lela Rotunda, eLearning Strategist

In 1999, Empire BCBS moved to a new building and installed a standards-based, world-class technical infrastructure of both hardware and software. From this innovation came a tremendous amount of technical power, and leveraging this newfound power meant enabling a dynamic culture of workplace learning and collaboration.

In response to the traditional learning paradigm (80% of learning occurs in a classroom, 20% on-the-job), Empire BCBS's Interactive Media Group received a mandate to "get people out of the classroom".

- Their mission: Reverse those percentages so that 80% of training occurred in the workplace and 20% with traditional instructor-led training.
- The results: overwhelming success.

Empire viewed moving learning from classroom to online as a change initiative, not simply as training, and this approach allowed them to build on early success. In 2001 Ninth House was deployed to all supervisors and managers, and then in 2003 to all employees enterprise-wide.

With courses chosen at the department level, and an online "Collaboration Center" providing post-work to help employees apply new skills and concepts to their work through interaction with others, the initiative has been wildly successful. The Empire BCBS technical infrastructure enabled the organization to deploy effectively and allowed learners to embrace this new change. This infrastructure was put to the test under extreme circumstances on September 11, 2001 without lost work or data. Moreover, groups at Empire BCBS have enjoyed a 100% completion rate of all the courses assigned by their managers. Across the organization, 75% of all learners complete a minimum of one Ninth House course with a majority completing multiple courses.

Ninth House

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