

Custom Course Development Services

Let Kaplan EduNeering’s Learning Services Team Create Engaging Courses that Address Your Critical Compliance Issues:

- Capture Critical Organizational Knowledge in a Graphic-Rich, Interactive Format
- Developed Using Proven Adult Learning Principles to Assure Behavior Change
- Available on the Kaplan EduNeering Platform or any SCORM-Compliant LMS

Turn Your Training into a Competitive Advantage

Other than your people, your organization’s greatest competitive advantage resides in your unique processes, systems and and procedures.

To convey this knowledge consistently and cost-effectively to employees and outside vendors, companies are transforming their critical procedures and processes into online courses. The challenge is that an online course needs to be developed based on proven principles to be effective.

That’s why hundreds of companies have partnered with Kaplan EduNeering’s Professional Learning Services Team to develop custom courses and classroom materials that become part of the organization’s learning culture, thus creating a continuous competitive advantage.

Our Proven Track Record

Kaplan EduNeering Learning Services team has created more than 5,000 custom courses for more than 100 life science clients, to serve learners in more than 50 countries. Our custom course process reflects our focus on “Mastery Learning,” in which learners interact with training content to demonstrate proficiency and promote behavior change.

Courses are based on our Human Information Processing (HIP) adult learning process, which incorporates adult learning styles to improve retention and learning effectiveness.

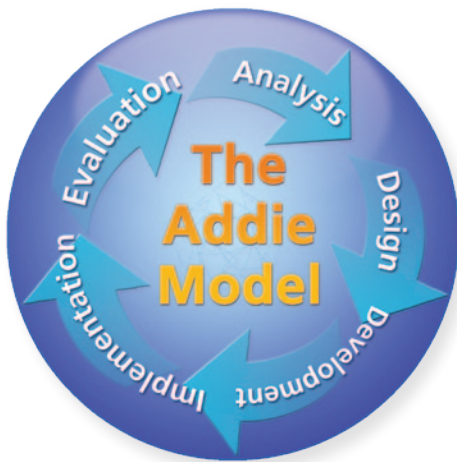


Experienced, In-House Team

Custom course projects are led by Dr. Carrie McKeague, Chief Learning Officer at Kaplan EduNeering. Dr. McKeague has extensive experience in the field of adult learning theory and instructional design. Dr. McKeague has taught courses on instructional design and educational research.

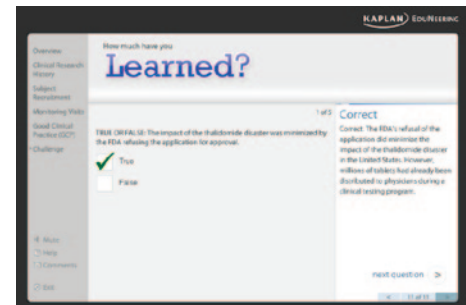
Dr. McKeague’s team of experienced instructional and graphic designers have produced various types of training content, including:

- Multimedia self-study courses
- Software simulation courses
- Visually interactive exams
- Interactive case studies
- “Train the trainer” toolkits
- iPad-ready content
- Instructor-led classroom materials



Courses Can Reside on Our LMS...Or Yours!

Our custom courses can be hosted through the Kaplan EduNeering Platform, to work within our LMS. Alternatively, any custom course we produce can be packaged as a SCORM-compliant course and delivered to you for hosting on your LMS. A SCORM-compliant course can communicate bookmarking, completions, scores, etc. to SCORM-compliant Learning Management Systems.



Courses are developed using a Mastery Learning approach, which requires learners to interact with the content and demonstrate proficiency before they can advance through the course.

Our Unique Approach to Course Development

Kaplan EduNeering's Learning Services team partners with clients to shape existing content and expertise so that it's optimized for online presentation. Many studies confirm that behavior change is achieved by aligning behavior with persuasive and easy-to-absorb procedures. Every course project involves course Planning and Course Engineering:

Course Planning

- We approach course development through Instructional Systems Design (ISD), a formal, systematic process that streamlines the development of training and produces effective instruction.
- We also apply the ADDIE model of ISD: analysis, design, development, implementation & evaluation.
- We use proven project management to ensure a course is delivered on-time, and within budget.
- During course development, our instructional designers work collaboratively with your Subject Matter Experts (SMEs), or even simply existing text or presentation materials, to understand the audience and define the course objectives.
- Our course designers incorporate instructional and interactive elements into the course content to transfer the knowledge and skill learners need to become qualified on the course topic. With the help of the SMEs, we will add realistic scenarios and other activities so learner can practice the knowledge and skills to facilitate "deep processing" of the information.

Course Engineering

- Our courses are instructionally engineered for effective, interactive, and self-paced learning. We apply the right kind of interaction based on our inventory of 20 engaging learning activities, each designed to promote proficiency in specific knowledge and skill categories.
- We use our proprietary interactive devices to break information into manageable chunks and layers, and place critical information into dramatic context so it becomes more relevant, interesting and memorable.
- We ensure the content of a course does not exceed the appropriate reading level for the intended audience.
- Courses can conform to section 508 guidelines, providing visual or hearing impaired users' access to the same instructional material as their non-impaired peers.
- Courses are narrated, unless clients specify otherwise, as research suggests that learners can often listen at a higher level than they are able to read.
- Courses can be translated into multiple languages to meet the needs of global organizations. The Kaplan EduNeering Platform enables users to change the language interface to one of 30 options. Courses can display in any of these languages as well. We also leverage global localization firms to help us ensure that the translated material is appropriate for that region.

Addressing Critical Compliance Topics

When clients decide to build an online course, they know the course topic represents a high-risk area that can't be left to Powerpoint slides or a webinar. For example, a critical procedure such as "Postmarket reporting" may demand more training than simply delivering an SOP.

An online course represents training that reinforces key facts and concepts, providing tools that embed these learning objectives into learners' everyday business behavior.

Here are just a sample of course topics that we addressed for clients in 2010:

Compliance and Ethics-Related Topics:

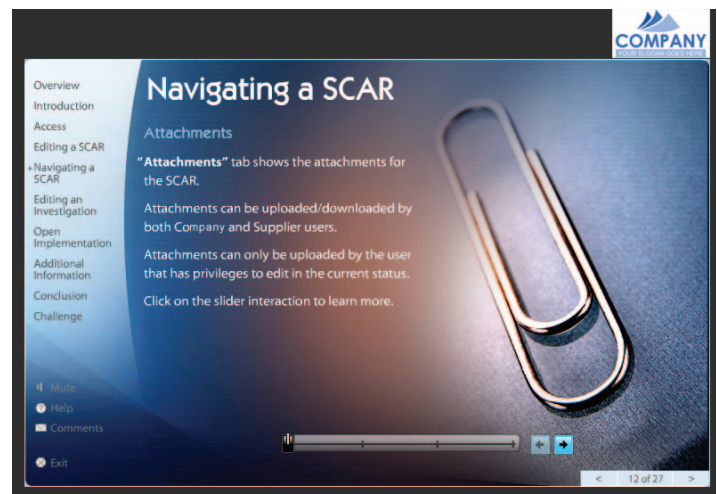
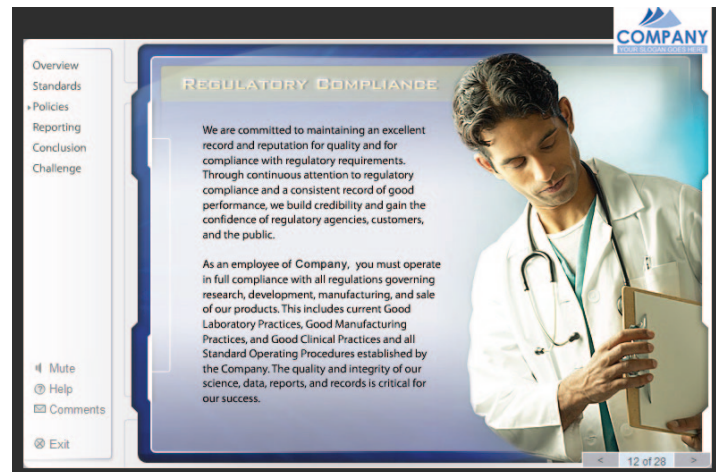
- Anti-Bribery Policy
- Code of Business Conduct
- Conflicts of Interest
- Information Privacy

Regulatory or Quality-Related Topics:

- Adverse Events Policy
- Documentation Practices
- Elements of a Quality Program
- Failure Investigation
- General Disclosures
- Quality System Training Program
- Postmarket Reporting
- Contamination Prevention
- Product Quality Complaints

Systems or Policy Related Topics:

- EDC Software (Clinical Research Sites)
- Electronic Records Management
- Information Asset Protection
- Our Company's Recall Policy
- Supplier Training



Choose Your Course Customization Level

Our Learning Services team provides a range of customization options, based on your budget and risk associated with the subject you've targeted.

Customize One of Our Standard Courses

Choose a course from one of Kaplan EduNeering's 500+ standard courses, and add your branding and unique content. Our course libraries include:

- GMP Pharmaceutical
- GMP/QSR Medical Device
- Life Science Sales and Marketing
- Global Clinical (GCP)
- FDA Inspection and Enforcement
- Environmental, Health & Safety
- Ethics & Corporate Responsibility
- HR & Risk Management

Develop a Course from Existing Materials

We'll work with your existing files to develop a course that contains we design the course that contains the proper "instructional strategy" based on the knowledge you are presentin (facts, concepts, principles problem-solving, etc.)"

The course will build on your existing content to deliver engaging animations and graphics, as well as high levels of interactivity, to make the material more relevant to the learner.

Develop a Course Using New Content

Our Learning Services team can work with your subject matter experts or provide other industry experts and help you pull together the training content you need to move out to employees and third parties.

Accommodate Global Learners

Our Learning Services team provides translation with localization for our global clients' customized course content on a project by project basis. Each professional linguist is a native-speaker of the target language and possesses experience with the adaptation of similar material from English.

Our translation services use state of the art character and database technology to index each translated phrase and ensure consistency with local colloquialisms.



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ABOUT KAPLAN EDUNEERING

Kaplan EduNeering (www.kaplaneduneering.com), is part of Kaplan, Inc., a leading international provider of educational and career services that is a subsidiary of The Washington Post Company (NYSE: WPO). Kaplan EduNeering develops technology-enabled knowledge solutions for improving business performance and assuring regulatory compliance. Kaplan EduNeering is headquartered in Princeton, NJ, and has offices in London, UK, Beijing and Hong Kong.

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Please contact a Kaplan EduNeering representative at 877-EDU-NEER (877-338-6337) or visit us at www.kaplaneduneering.com