

# Custom Video Microlearning

## The Challenge

Mytonomy, Inc. is a healthcare education company that offers a SaaS-based platform (Patient Education Center) that provides access to highly relevant education to patients before they even enter the hospital.

Mytonomy's successful platform launch has led to a high demand for increased training offerings, and they needed to quickly develop a series of high-end microlearning curricula to complete their portfolio.

## The Solution

Mytonomy partnered with Management Concepts to create a series of high-quality Doctor and Patient testimonial videos designed to run on their custom portals. The initial round of videos needed to include "experts in their fields" from both Duke Medical Center and Columbia University Medical Center. Management Concepts developed and deployed a high-end mobile video solution designed to travel to client locations and capture and edit professional-quality video footage.

Leveraging equipment such as a mobile green screen, professional grade digital film cameras, mixing boards, digital hard drives, multiple microphones, and a 3-point lighting system, Management Concepts produced a series of videos designed to meet Mytonomy's high-quality requirements. These videos included on-site testimonials from patients, doctors, and management personnel, and were filmed in both English and Spanish. These videos were also produced and rendered to ensure they launch and run smoothly on Mytonomy's proprietary platform. The final products were well received, and are currently in production on Mytonomy's platform and being consumed by their customers.

## The Results

- Mytonomy has successfully increased their number of training offerings, allowing them to meet the demand of their customers.
- The videos have allowed Mytonomy to meet their goals and increase their customer satisfaction to over 90%.
- The videos have resulted in a decrease in missed appointments by patients, resulting in better provision of healthcare services.

## KEY FACTS

### CLIENT

Mytonomy, Inc. (a healthcare education company)

### PROJECT GOALS

- Quickly develop a training series of high-end microlearning curricula

### KEY OUTCOMES

- Customer demands have been met due to increased number of training offerings
- Quality of patient videos has been raised
- Customer satisfaction has been increased by over 90%
- Decrease in missed appointments by patients

**CALL TODAY** to learn how Management Concepts can help you achieve your performance improvement objectives.

**888.545.8579**