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# The Right Start: Ensuring a Successful Launch

## Welcome to the Silverchair Learning Systems Quarterly Newsletter.

It is our pleasure to provide this free newsletter to all parties interested in improving the quality of care through employee education.

At Silverchair Learning Systems, our sole focus is providing superior products and services to support the education and training of people employed in Senior Care organizations.

This quarter's newsletter is dedicated to illustrating how to ensure a successful launch.

Please let me know what you think.



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## The Right Start: How Successful Start-Up Leads to Successful eLearning

Many Senior Care companies (including SNFs, AL, CCRC, and Home Health agencies) have identified that there is a lot of value to be gained by using eLearning. eLearning provides the ability to deliver consistent training to all employees as well as the ability to prove that training has occurred and that your employees have comprehended the material. The resulting benefits include reducing the expense of training while improving training results, leading to a well-educated workforce which directly impacts quality of care, facility reputation, and the bottom line.

As you investigate a move to eLearning, make certain you consider how important post-sale support is to the overall initiative. No matter how much you are spending on an eLearning initiative, don't throw that money away because the product doesn't get used. Many eLearning companies (and technology companies in general) focus solely on their product and selling it; they don't focus on making it successful for your organization – the first step is getting started quickly.

A quick and easy start-up process is the key to launching and maintaining a successful eLearning initiative. Having launched more than 100

clients, 1300 facilities, and 90,000 senior care employees in 2007 alone, Silverchair knows what it takes to get clients up and running quickly and easily.

It starts with each client having a dedicated Service Delivery Manager assigned to their account; your Service Delivery Manager will guide you through the process. We know that we cannot expect you and/or your employees to spend the majority of time focused on launching an eLearning system – that is why we have developed the right processes to make start-up simple and easy. Once you are started your Service Delivery Manager maintains a relationship with your account and follows your progress to make certain you are successful.

Those who oversee employee training realize the importance of a quick, successful start. Karen Bauer, Staff Development Director of Givens Estates, was impressed with the fast, easy launch of her Silverchair eLearning system, which included customizing courses and computer training for staff unfamiliar with PCs. "In a short time, I had 300 employees working on eLearning [courses]."

**THE RIGHT START:  
ENSURING A SUCCESSFUL LAUNCH**

***The Right Start: How Successful Start-Up Leads to Successful eLearning (continued)***

**The Keys to a Successful Launch**

To get the best start-up experience, you want the following elements:

**A team of start-up experts that are with you every step of the way during set-up.** A qualified Service Delivery team that has launched hundreds of clients makes the difference between being successful and risking failure because you have to do it all by yourself with little vendor support. Our Service Delivery team prides itself on its expertise and focused knowledge of the needs of senior care organizations.

**Getting started quickly to maintain the momentum generated during the sales process.** The sooner you launch your eLearning system, the sooner you see the benefits, including mass adoption of the new system, cost/time/effort savings, and higher employee morale. Silverchair clients are launched and running as soon as possible (often within weeks and days).

**Using reporting to monitor that the system is being used, and that compliance is high.** Once launched it is still important to track compliance and usage. Your Service Delivery Manager will suggest reports that you may want to use to manage your training program. Use the experience of the hundreds of Senior Care companies that have gone before you. Chances are

that we have seen it before. Let our team of experts provide some assistance.

**Silverchair Makes eLearning EASY**

Silverchair brings an uncompromised level of expertise in helping senior care organizations launch and continuously improve their eLearning initiatives.

After launching hundreds of clients and helping over 165,000 senior care employees, we've got the start-up process down to a science—and our clients couldn't be happier with the team that makes their successful launch happen. A Director of Training and Development for a multi-facility healthcare company says, "I am so grateful to you for supplying incredible customer service during a very stressful time for our staff. They were so appreciative of your efforts. You have given us your all from the very beginning of our contract with Silverchair and always help us to overcome the challenges that pop up very quickly. As the director of learning for our organization, having someone like you to partner with is incredibly helpful and appreciated."

Now is the time to enhance your training process and experience the benefits of eLearning in your company. The best way to succeed in developing an eLearning program is to work with a team of experts who know your needs and can deliver the right start to your new training initiative.

**About Silverchair Learning Systems**

Silverchair Learning Systems works with Senior Care leaders who want to improve the training process in their organizations. Silverchair offers a user-friendly online training solution that improves compliance and eliminates record keeping headaches, while saving time and money. Using this system provides peace of mind and confidence.

Silverchair makes online training successful by:

- Making it easy to get started.
- Making it easy to use.
- Making it easy to track.
- Making it educationally effective.
- Making it fun for the employees.

**Locations:**

**Charlottesville  
Denver  
Des Moines  
Knoxville  
New York  
Raleigh**

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