

**PHILIPS**

Education Services

# Continuous education for healthcare professionals

Unlocking the full potential of people,  
processes and technology



## Unlocking the full potential of people, processes and technology

“We want the hospitals we serve to provide the best care for their patients by partnering with them to invest in their professional staff. We are committed to supporting the need for continuous education because a well-informed workforce is essential to enabling healthy populations.”

Philips Education Services



Healthcare is first and foremost a people business. This is because the provision of quality care depends inevitably on the ability of the healthcare organization to ensure that it has the right professionals with the right skills in the right place at the right time.

The advantages of systematic continuous education are clear: highly skilled staff, better staff retention, an excellent organizational reputation, optimized financial performance, better patient outcomes and a reduction in litigation. The disadvantages are equally obvious. By not investing in their current and future workforce, medical institutions risk losing their experts to other employers or even see them leave the industry, burnt out and frustrated.

And yet, while “never stop learning” is a powerful mantra, few in the healthcare profession are currently supported in achieving their ongoing professional development. Despite 75% of CEOs worldwide agreeing that a skilled, educated, and adaptable workforce should be a key priority, there is a growing lack of experienced and well-trained staff in the healthcare industry around the world, increasingly accelerated by growing attrition rates among healthcare professionals.

Offering all healthcare professionals high-quality and relevant continuous education is essential to achieving excellence in healthcare. Philips Education Services is passionate about helping your people grow in knowledge, satisfaction and commitment to gain the confidence and skills they need to maximize patient outcomes.

The Research Institute of America found that eLearning increases retention rates by 25% to 60%, while retention rates of face-to-face training are meager at 8% to 10%.

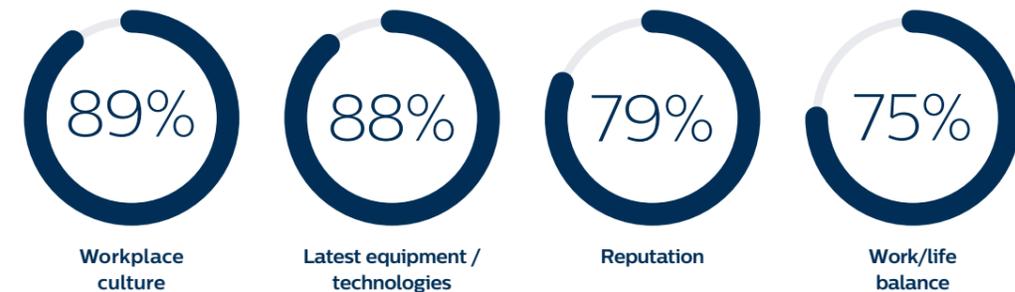


Source: <https://www.forbes.com/sites/paycom/2017/02/14/learning-management-systems-101-rethinking-your-approach-to-employee-training/?sh=6e8bd375755b> last visited 15th Feb 2022

<sup>1</sup> Talent trends 2020. Upskilling: Building confidence in an uncertain world. Findings from PwC's 23rd Annual Global CEO Survey.

### Smarter and more flexible working environments are key to attracting talent

Other than salary, factors around collaboration, autonomy and technology are important when choosing a hospital or practice in which to work.



Percentages are NETS. Base (unweighted): Total younger healthcare professionals excluding those who selected 'salary - important to you' (n = 663)

# Introducing Philips Education Services

Philips Education Services is here to help your staff grow and develop in a time when continuous clinical, technical, operational and professional education is more vital than ever.

At Philips Education Services, we can help you define and deliver the learning and development activities your staff need for your combined success. As your destination for continuous staff learning and development, we offer extensive personalized and continuous clinical, technical, operational and professional development learning programs that are accessible anytime, anywhere.

Discover the very latest in learning insights to ensure the highest level of knowledge retention.

No matter which program, course, or learning path you choose, when you partner with Philips Education Services, you can expect:



## Relevant, role and competency-based programs

Many programs are organized around role-based competencies, to help you and your staff be more effective and efficient. Philips Learning Paths can be customized to bypass topics already familiar to the learner.



## Outcomes-driven

We continually measure the effectiveness of our education programs in terms of learner knowledge improvements, workflow improvements, achieved competencies, and other factors that may enhance patient care.



## Knowledgeable, expert instructors

Our education programs are delivered by knowledgeable and highly professional education specialists and instructors located around the world, enabling learners to access education in their own languages and tailored to their local requirements.

Only 33% of young head of departments consider themselves well trained, while 24% consider themselves not sufficiently trained for the role.

Source: GeemSeek market research 2019/2020



# The continuous Philips learning journey

One of the main challenges today among healthcare professionals is the lack of time and opportunities for continuous education. Philips education is structured to offer inspiring learning in a way that helps reduce the time spent on education management, by tracking completed learning modules to confirm sufficient knowledge for procedures, regulatory reporting, and auditing.



## Online Learning

**Education available anywhere and anytime**

To streamline your education process, Philips provides a central online environment where learners can continuously access relevant education.

All Philips Education Services learning options are structured to cover the entire spectrum of your education needs. A blend of online learning materials – from videos and webinars to eLearning modules – make it possible to engage learners and make the best use of their time by enabling them to learn most effectively. Short reference materials are also included for learners to refresh their memory before a shift or procedure to easily check their course.



## Learning Paths

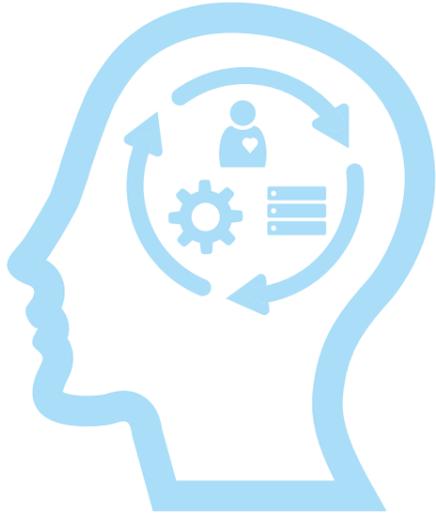
**Knowledge, competencies and skills matched to your needs**

Learning is a life-long endeavour and to aid this journey, we utilize learning paths to guide every learner's education journey.

Philips Learning Paths ensure that every individual learner's journey is strategic, relevant, personalized, targeted, impactful and rewarding. Our knowledgeable team will work with you to carefully select courses and learning activities and arrange them in a sequence that best enhances your learning based on your needs and requirements. Upon completion of a Learning Path, you will have more confidence that you have mastered the knowledge and skills of the technology or clinical specialty covered.



# Clinical, technical, operational and professional continuous education



With over 1,000 comprehensive courses, programs and continuous learning paths - designed for physicians, clinicians, nurses, technologists, biomedical engineers, IT professionals and a broad range of other clinical roles - there are opportunities for all.

## Clinical education programs

Our broad range of clinical education services include program and learning activities that support clinical excellence, instill confidence in the quality of exams and procedures, and enhance workflow and productivity, so healthcare professionals can spend more time focusing on the needs of their patients.

Our onboarding programs are offered when you receive a new Philips solution or when a new staff member joins your team. These practical how-to programs cover everything from training on basic features and functions to education on in-depth clinical applications. And of course, your learning does not end here, this is merely the first step on your learning journey.

## Technical education programs

Enable your biomedical engineering, health IT staff, and other in-house technical teams to effectively repair and support your Philips medical systems, software and solutions.

Our advanced hands-on courses are delivered from our global state-of-the-art training facilities located in Best (Netherlands), Singapore and Cleveland (USA), using actual equipment. Some technical education programs are delivered fully in an online and virtual setting, utilizing lifelike simulators and peer to peer and instructor interaction online. All classes are conducted in small groups where the focus is on real-world system maintenance using live systems, and are delivered by industry-leading instructors.

## Operational and professional development programs

The success of your organization depends on the success of all your people – both clinical and management professionals.

Philips Education Services operational and professional development programs are designed to help healthcare executives, managers, and staff continually develop their knowledge and personal skills in such areas as leadership, communication, innovation, and change management.

Enjoy continuous staff education at a predictable cost in your organization by purchasing once, using credits or getting all-in access for one or several years

### Standalone Education Services

À la carte menu of standalone education services, purchased as per needs



### Education Credit Accounts

Purchase pre-paid credits for future education services



### Continuous Education Subscription

Get all-in access for one or several years



Access a range of tailored and ever-expanding learning paths. Support continuous and systematic staff professional development, no matter the circumstances.

All Philips Education Services courses and programs are designed to stimulate learning and help enhance operational efficiency and quality of care. We cover a broad range of topics such as radiology, cardiology, oncology, anatomy and physiology, women's health, clinical decision making and diagnosis, neurology, and emergency medicine for example.

How do we deliver continuous education to your organization?

 On-site education

 Online education

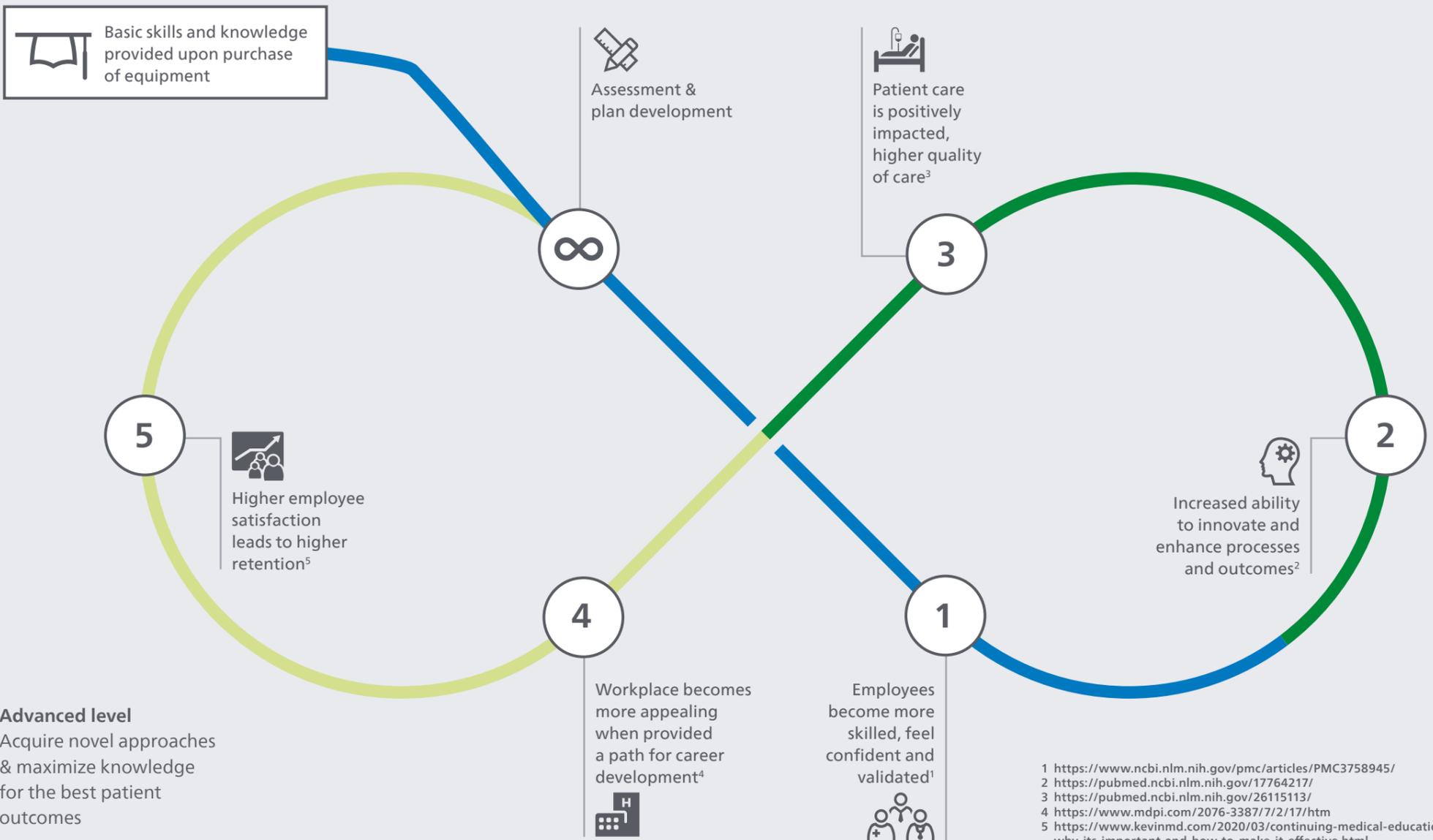
 Off-site education

 Remote education

# Continuous education

## What are the benefits for your organization?

Access a range of tailored and ever-expanding learning paths. Support continuous and systematic staff professional development.



**Foundational level**  
Get started & use your system safely and effectively

**Proficient level**  
Improve & optimize your performance with specific clinical applications

**Advanced level**  
Acquire novel approaches & maximize knowledge for the best patient outcomes

1 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3758945/>  
 2 <https://pubmed.ncbi.nlm.nih.gov/17764217/>  
 3 <https://pubmed.ncbi.nlm.nih.gov/26115113/>  
 4 <https://www.mdpi.com/2076-3387/7/2/17/htm>  
 5 <https://www.kevinmd.com/2020/03/continuing-medical-education-why-its-important-and-how-to-make-it-effective.html>

## Continuous learning at your service

We want to make it easy to buy the education you need for yourself or your staff. That's why we tailor the offering and payment models to your department or individual needs, from buying individual seats at a course or a day on-site, to full role and competency based education programs and learning paths offered as part of a multi-year subscription.

To make education as standardized and possible to deploy as a full service model, we have also developed customizable multi-year education subscriptions that take care of all your ongoing education needs, on an individual, departmental and enterprise level.

The subscriptions also make it possible to grow staff competency systematically with regular education, clear role and competency based learning paths tailored to your needs. This ensures consistency in procedures (standardization of procedures and protocols), keeping staff motivated (limit staff turnover) enabling new hires to adapt and learn fast (onboarding program) and preventing knowledge drain or slippage, all at a predictable cost.

## Are you willing to invest in your staff to retain talent and optimize patient outcomes?

- ✓ Enable your staff to access professional development and monitor their progression
- ✓ Achieve and maintain improved outcomes in your organization
- ✓ Increase staff retention through career satisfaction



A close-up, profile view of a woman with dark hair, smiling warmly while holding a black mobile phone to her ear. She is wearing a dark jacket and a watch on her left wrist. The background is softly blurred, showing what appears to be an office or modern building interior with large windows.

## Get in touch

Every year more than 100,000 healthcare professionals take advantage of Philips Education Services courses and learning activities offered in a variety of languages and delivery formats both online and in-person across the globe.

We work with industry experts to create courses accredited by standards bodies such as AACN®, ARRT®, ASRT®, CBRN®, CoR®, and we'd be delighted to work with you to shape your continuous learning program.

### Interested to learn more?

Let's talk. Even better, let's collaborate. We'd love to help you. Booking a Philips Education Services learning needs assessment is a great way to start.

To learn more about our education services, courses, programs and learning activities please visit our extensive online Education Catalog within the Philips Learning Connection at [www.learningconnection.philips.com](http://www.learningconnection.philips.com)

