



Online, On Time: How Thomas Jefferson University Hospital's Online Orientation is Quickly and Effectively Acclimating New Employees

"The online orientation provides our employees with 24/7 accessibility to the information covered in our classroom program that they can complete on their shift or at another time. It supplements our existing orientation program, and ensures that we provide all new hires with the information they need on their first day of work to acclimate them to the Hospital and the Jefferson community."

—Carmhiel Brown, Senior Vice President,
Marketing Communications and Public Relations
Thomas Jefferson University Hospital

THE CHALLENGE: Like many healthcare organizations, the challenge for Thomas Jefferson University Hospital was making it possible for all new employees to complete a mandatory orientation on or before their start date. Jefferson University Hospital conducts a weekly comprehensive classroom orientation, which consistently receives positive feedback from attendees on its facilitation and breadth of information. However, due to the varying work schedules and locations of part-time and shift employees, having all new hires attend a classroom session was difficult.

Jefferson University Hospital needed a more flexible supplement to its classroom orientation that would better accommodate employees' work schedules and locations, and be equally or more effective at educating them on organizational policies and procedures; corporate culture; mission, vision and values; and compliance and service standards. The supplement had to simultaneously capture the classroom experience, eliminate the need for a facilitator, and increase employee engagement and learning. In addition, Jefferson University Hospital had to ensure that any alternative to its classroom program complied with all JCAHO and other agency regulations for new-employee orientation.

Jefferson University Hospital engaged FutureTech to develop an orientation supplement that would quickly and effectively acclimate part-time and shift employees to Jefferson University Hospital and the greater Jefferson community.

THE SOLUTION: The challenge for Jefferson University Hospital was not uncommon for the healthcare industry or corporate America. With the proliferation of distributed workforces, many organizations are looking for non-traditional ways to better acclimate new employees to their business operations by providing greater accessibility to orientation information. For Jefferson University Hospital, the solution was adding an online component to its orientation program.

Jefferson University Hospital engaged FutureTech to develop an interactive online orientation to supplement its classroom program. According to Carmhiel Brown, Jefferson University Hospital's senior vice president, marketing communications and public relations, the online application gives Jefferson University Hospital a more flexible, on-demand orientation that provides new hires with required organizational information on day one. "The online orientation provides our employees with 24/7 accessibility to the information covered in our classroom program that they can complete on their shift or at another time," she said. "It supplements our existing orientation program, and ensures that we provide all new hires with the information they need on





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The online orientation that FutureTech developed for Jefferson University Hospital is based on a more interactive, self-paced design that is proven to increase employee engagement and information retention. It incorporates existing audio and video components from the classroom orientation to ensure information consistency between the classroom program and online application. FutureTech also produced and included in the orientation a video with welcoming and closing statements from Jefferson University Hospital's CEO to increase exposure for senior management and help bring them closer to the employee population. In addition, the application simplifies how Jefferson University Hospital administers the orientation by including functionality that records and notifies Human Resources when an employee satisfactorily completes the program.

The online orientation is housed on Jefferson University Hospital's intranet, which can be accessed from any of the Hospital's specified training rooms or from a Jefferson-provided PC. This has helped to extend the application's use as an ongoing information resource for all employees.

The application enables Jefferson University Hospital to quickly and effectively orientate new employees, while decreasing the overall time and material costs of its orientation programs. Moreover, by ensuring that all employees receive a formal orientation when they join the organization, Jefferson University Hospital is helping to accelerate employees' learning curve, which results in a more informed, productive workforce in much less time.

FutureTech delivers interactive online orientations that quickly and effectively acclimate your new employees to your organization. To learn how our orientation solutions can help you create a more informed and productive workforce, contact us today at **610.832.9977** or **info@FutureTechConsulting.com**.

FEATURES AND FUNCTIONALITY



User Experience

- Navigation is linear to ensure that content is completed in a specific order
- Engaging, instructionally sound narration, video and animation is used throughout
- Completing the orientation takes less than two hours and requires only basic computer skills

Components

- User log-in
- CEO opening and closing videos
- Program overview
- Directions for system navigation
- Jefferson corporate culture video
- Four content areas with about 25 scenes per section; average section time is 15 minutes
- Voice over
- Background music
- Section-end quiz (one per section)
- User Assessment/Feedback
- Database
- Email Record
- Reporting
- Time Tracking



Thomas Jefferson University Hospital, an academic medical center and member of Jefferson Health System, provides programs for heart disease, cancer treatment, high-risk childbirth, neuroscience, radiology, orthopedics, digestive diseases and many other areas of medicine and surgery. Thomas Jefferson University Hospital is one of only a few U.S. hospitals that is both a Level I Trauma Center and a federally designated regional spinal cord injury center. Jefferson's Kimmel Cancer Center is designated as a clinical cancer center by the National Cancer Institute.