

CASE STUDY

Beverly Healthcare Streamlines Training with eLearning

“As Senior Labor Employment Counsel for Beverly Enterprises, I have been involved with training programs for associates on matters including union avoidance and unlawful harassment. It has been my opinion for many years that Projections puts out the best videos on the subject of union avoidance.”

Keith Jewell, General Counsel - Labor and Employment Law,
Beverly Enterprises

Executive Summary

With a geographically diverse staff of over 30,000 employees, Beverly Healthcare needed to keep those staff members consistently well-trained - not only to provide superior healthcare, but to stay compliant with the law as well. Being in the healthcare industry, employees needed to have 24/7 access to the training, and Beverly had to be able to track each employee's progress and have physical proof that each employee completed the required training.

About Beverly

For more than 40 years, families across America have relied on Beverly to provide competent, compassionate care for their loved ones. Beverly is responsible on a daily basis for the health and well-being of their nursing home residents across the country. In hiring decisions, Beverly seeks people who share their corporate values—who have the integrity to do the right thing, a passion for their important work, and a commitment to teamwork and shared success. Today, Beverly Healthcare (now Golden Ventures), is one of the nation's leading providers of long-term health care. The company is committed to providing the highest quality of care to their residents in a lawful and ethical manner.

Implementing Consistent Nationwide Training

For Beverly Healthcare, Projections constructed a series of custom e-learning training programs that feature well-written video vignettes, narration, on-screen visuals, and interactive exercises on topics like Anti-Sexual Harassment Training, Compliance, and Supervisor Training. Projections delivered these programs via the internet, which allows Beverly employees to take the training at their convenience. When they have completed the training, the results are automatically sent to Beverly Healthcare.

Today, every new associate attends two days of New Associate General Orientation during the first week of employment. Executive directors and directors of nursing services are now

Organization

In business for over 40 years, Beverly Healthcare provides long-term elder care facilities across the country. The company employs over 30,000 staff members to provide the highest level of care.

Solution Implemented

Series of 3 custom eLearning training programs on Harassment, Compliance and Labor Relations.

Benefits

- Consistent training across geographical boundaries
- Reliable tracking and reporting capabilities
- Maintenance of leader status throughout the Healthcare industry
- Improved Labor relations
- Reduction in time spent in the onboarding process

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provided specialized information in a self-directed orientation program. This program acquaints them with specific information they need to know during their first few weeks on the job, and it's organized so they can discuss questions and/or findings with their supervisors as they go along.

New associates who function in management-level positions are oriented to region-level topics and issues. After they become familiar with the functions at their own facility, they can continue training through a series of self-directed online presentations to learn information relevant to the company as a whole.

Projections also delivered Beverly's 6-module Supervisory Labor Relations eLearning, which was completed by 8,000 supervisors in the first 90 days after its creation. After that 48,000-module launch, the training is today provided to all facility-level supervisors, as well as specific region and corporate level positions, during their first 90 days of employment and then again once a year. This training aids supervisors in understanding their responsibilities during organizing activities with the union as well as supervising organized employees. Projections continues to help Beverly Healthcare with training their employees, by creating and adding new modules to their training program as workplace issues arise and laws for more training are passed.

Recent Developments

As of this publication date, Beverly Enterprises has changed their corporate name to Golden Ventures, and has updated their eLearning to reflect this change.

Projections

Projections is arguably the foremost provider of employee communication resources to North American companies.

With capabilities ranging from custom video to websites and interactive eLearning, Projections has been serving the communication needs of companies large and small since 1979 by providing all services from consulting to scriptwriting, producing, editing, graphic design and more in-house.

Over the last 30 years, Projections has crafted the right message in the right medium for thousands of corporations and millions of employees.