Webcast Event

The Secrets of eLearning Tools That Boost Learner Engagement

October 11, 2016

opensketch™   **Education Without Limits™**

Our Speakers

- **Dr. Sherry Benton**, Ph.D., ABPP,
  Founder & Chief Science Officer, TAO Connect

- **John Just, Ed.D**., Vice President,
  Learning Solutions/IT, OpenSketch

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Agenda

- The TAO Connect story

- Healthcare challenges meet eLearning solutions

- How to create engaging eLearning tools

- The road ahead for TAO and eLearning industry

- Question and Answers

The TAO Connect Story

- In 2012, Dr. Benton was the director of the counseling service at a very large, public university

- Waiting list issues for students wishing to see counselors at the counseling center.

- University could not afford to hire enough counselors to meet demand

The TAO Connect Story

- A pervasive problem

- HHS Report* Findings:

  - 56% of counties have no licensed behavior health providers

 - 91 million U.S. citizens being underserved

*Source: Health Resources and Services Administration,
"Shortage Designation: Health Professional Shortage Areas & Medically Underserved Areas/Populations."

The TAO Connect Story

The Goal

- Change patient's behavior

- Change neural pathways

- Repetition is important - learner engagement is paramount

- Accessibility

The TAO Connect Story
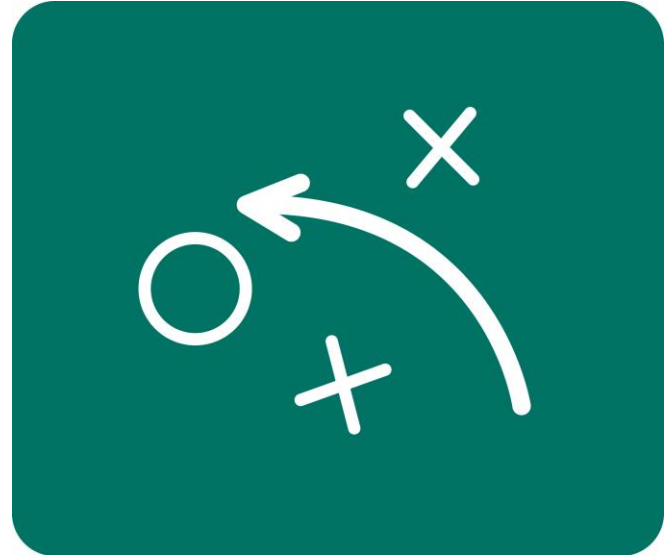
The Solution:

- Create eLearning tools for patient treatment

- Cut down on therapists' time burden; increase patient engagement

- "Flipped Classroom" concept – more time spent on self-learning

- Patients practice skills and gain insights on their own

- eLearning meant to be a reflective exercise

The TAO Connect Story

The Benefits:

- Uses resources more effectively

  - Cuts traditional 50 minute face-to-face therapy time down to 10-15 minutes

- Allows for broader reach of behavioral health services

- Increased patient engagement leading to better outcomes

The TAO Connect Story

The Benefits:

- Evidence Based Practice

  - Foroushani, P., Schneider, J., & Assareh, N. (2011). Meta-review of the effectiveness of computerized CBT in treating depression. *BMC Psychiatry, 11*(1), 131131. doi:10.1186/1471244X11131

- Practice Based Evidence

  - Real time data on your patients

The Execution Problem

**How do you make the eLearning tools/course engaging and effective?**

- Tao Connect lacked in-house skills to make the eLearning courses excite and keep the attention of the patients(learners).

- The market lacked any appropriate pre-built solutions.

TAO Connect Partners with OpenSketch

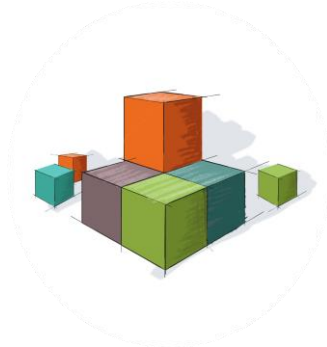**OpenSketch brought to the project:**

- Expertise with advanced technologies

- Approaches to make the content much more interesting

- Data mining and application

- A whole team of skilled professionals to supplement in-house team

B o r i n g

OpenSketch's Process…
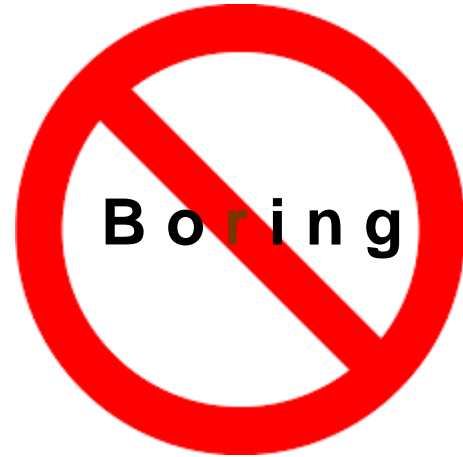
Design

Instructional, User Interface/User Experience and graphics - we cover all the bases.

Build

Leverage existing systems, build something entirely unique or anything in between.

Deploy

Hop onto our learning management system or we can plug into yours.

Maintain

Post-deployment, we ensure your content is current and technology is working.

TAO Connect eLearning examples

TAO Connect eLearning examples

TAO Connects Current Progress

- eLearning courses/tools for anxiety and depression live

- Cognitive and behavioral activation, mindfulness

- Beginning with University market; expansion to practitioners, community health clinics

Broader Applications and Implications

- These approaches are transferrable

- Expanding patient engagement and education

- Development of own staff

- Highly interactive, more frequent with shorter course increments is most effective

Summary

- Leveraging mobile technology-focused approach to building apps

- Use the power of eLearning to meet our organizational goals

- Look for partners that expand your overall capabilities to deliver on goals

Please use the chat function to ask questions

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THANK YOU

Follow up questions,
contact John Just:

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