PPD® 3D: Learning in a Virtual World

Today's Presenters

Leanne Heaton-Sims

Stacy Weil

PPD

Agenda

The Business Case	• What prompted PPD to consider a virtual world solution?
Demo	• A look inside PPD3D
Success Measures	• Does the data support effectiveness?
Lessons Learned & Best Practices	• What to consider when choosing a virtual world solution

The Evolving Workforce

Growth in Workforce Distribution

- About 1/3 of US workers are currently freelance
- 63 million will telecommute in the US by 2016

Demand for New Modalities

- 75% of knowledge transfer is human to human, not document to human
- Enterprise customers are committed to virtual meetings & virtual learning but the experience is disliked, and lacks real engagement

Lack of Technology Integration

- Businesses average more than 6 devices and 5 communication applications per employee
- Collaboration inefficiencies waste 25% of staff time

Source: Microsoft Unified Communications Research 2010, and Gartner 2009 Research

PPD

Virtual World Solution: Business Case

- Early 2011: Set course to revolutionize our training and collaboration approach
- Immersive, virtual training platform
- Partnership between PPD and ProtonMedia
- Implemented PPD3D®
- Pilot target for 3D environment: Clinical Foundation Program
  - High profile course
  - 10-Day F2F – migration to virtual
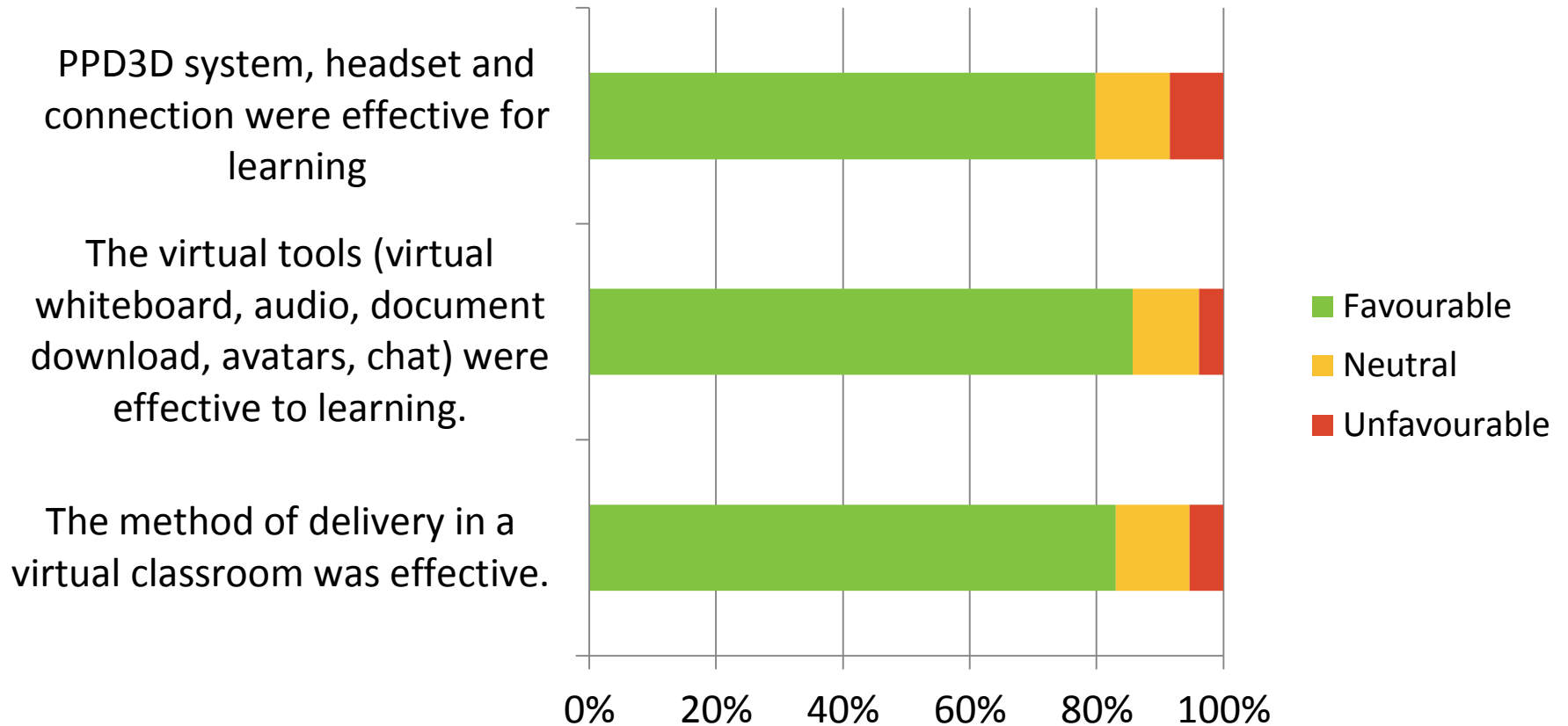 - 600 participants per year
  - Global participation

PPD®
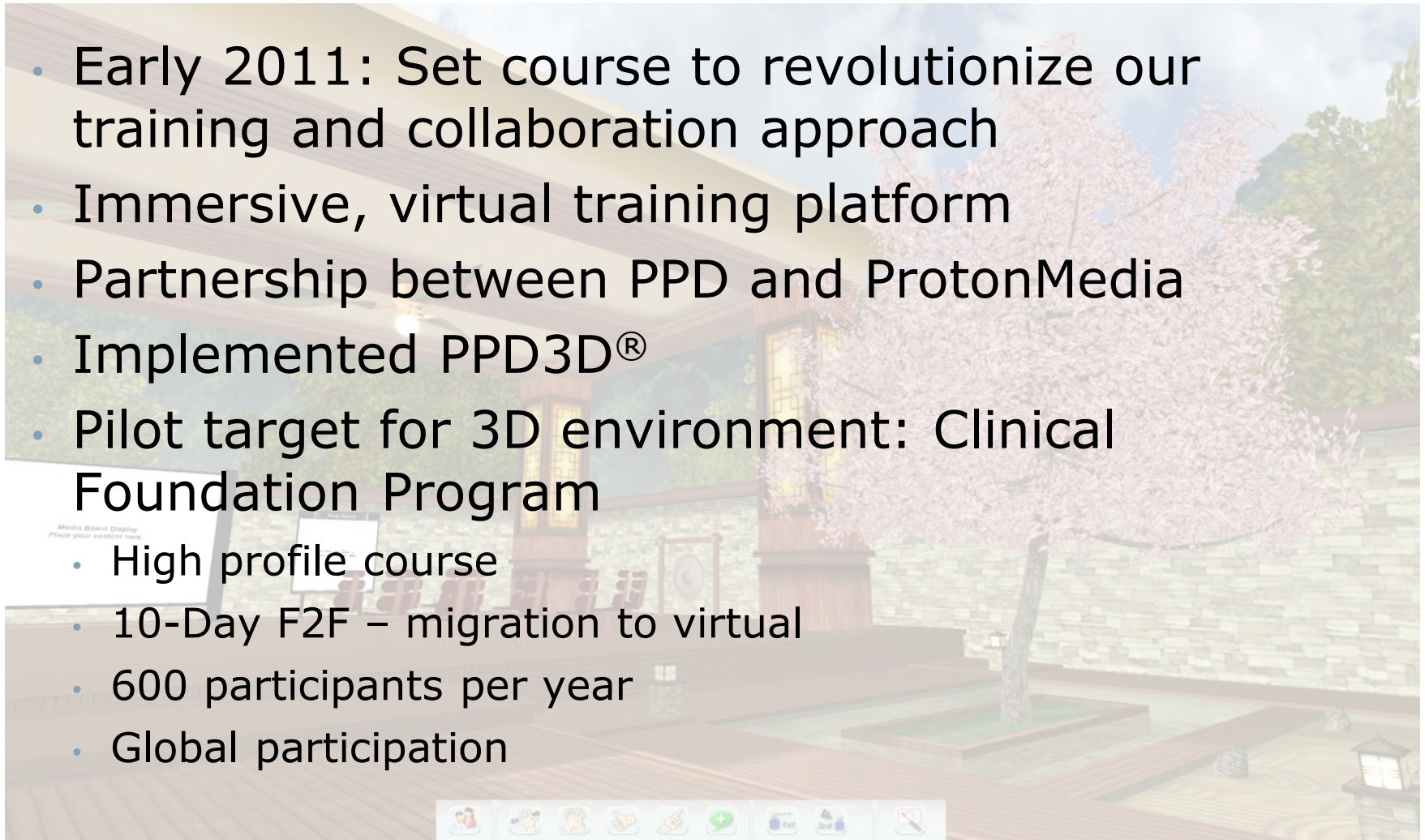
PPD® 3D DEMO

Success Measures

- Immediate reaction: electronic surveys after the class
- Learning: Validated assessment
- Transfer to behavior: Accompanied performance visits
- Return on Investment

PPD®

Immediate Reaction

PPD3D system, headset and connection were effective for learning

The virtual tools (virtual whiteboard, audio, document download, avatars, chat) were effective to learning.

The method of delivery in a virtual classroom was effective.

Legend: Favourable (green), Neutral (yellow), Unfavourable (red)

Higher Level Evaluations

- Participant's performance maintained in the validated knowledge test

- 1800 annual on-the-job observations of Clinical Research Associates demonstrate performance is on-target

- Return on investment is significant

After 6 months of use, the system had paid for itself via travel-related savings

PPD®

Key Lessons Learned

- Ensure organizational readiness
- Select appropriate programs
- Prepare your trainers
- Tailor learning approach
- Provide orientation; allow fun
- Technology support is essential

PPD

Consider Readiness

- Significant shift in approach for most organizations
- Plan for change management early
- Identify change champions
- Secure leadership support at beginning

Select the Appropriate Program

- Intentionally selected high profile course
- Advantages, disadvantages
- Motivated staff
- Increased pressure on staff
- Virtual application not suited for all learning objectives
- Solid instructional design

PPD

Prepare your trainers and moderators

- Allow time to acclimate to the application and environment
- Prepare user guides for the environment
- Encourage spending time in world as a team
- Physical location of staff

PPD

Re-engineer programs

- Programs designed for ILT migrate fairly easily
- Modifications needed
- Leverage engagement and interaction tools
- Reduce lecture
- Learner-centered approach

User orientation and FUN!

- Virtual reception
- Virtual icebreakers – e.g. match avatar to users
- Allow time to enjoy the environment and explore
- Allowing time for fun contributed to more productive learning sessions

PPD®

Technology Considerations

- User proficiency
- Internet connection and bandwidth
- Dedicated Super user/Program lead
- Service Desk Priority Calls
- Align different departments within IT to a shared goal

PPD®

Our PPD® 3D Intranet Portal

PPD 3D

Welcome to PPD® 3D

PPD has collaborated with ProtonMedia to develop PPD® 3D by integrating ProtonMedia's ProtoSphere, a virtual collaboration environment, with PPD® Adaptive Solutions, our innovative suite of data, technology and performance solutions. PPD 3D will empower PPD clinical research team members to meet remotely with each other and clients and to engage in highly social, interactive and visually appealing 3D virtual spaces. Users can talk via VoIP using Microsoft Lync, send instant messages, view and interact with presentation and media content, record notes and access the Web – all at the same time, from anywhere around the world!

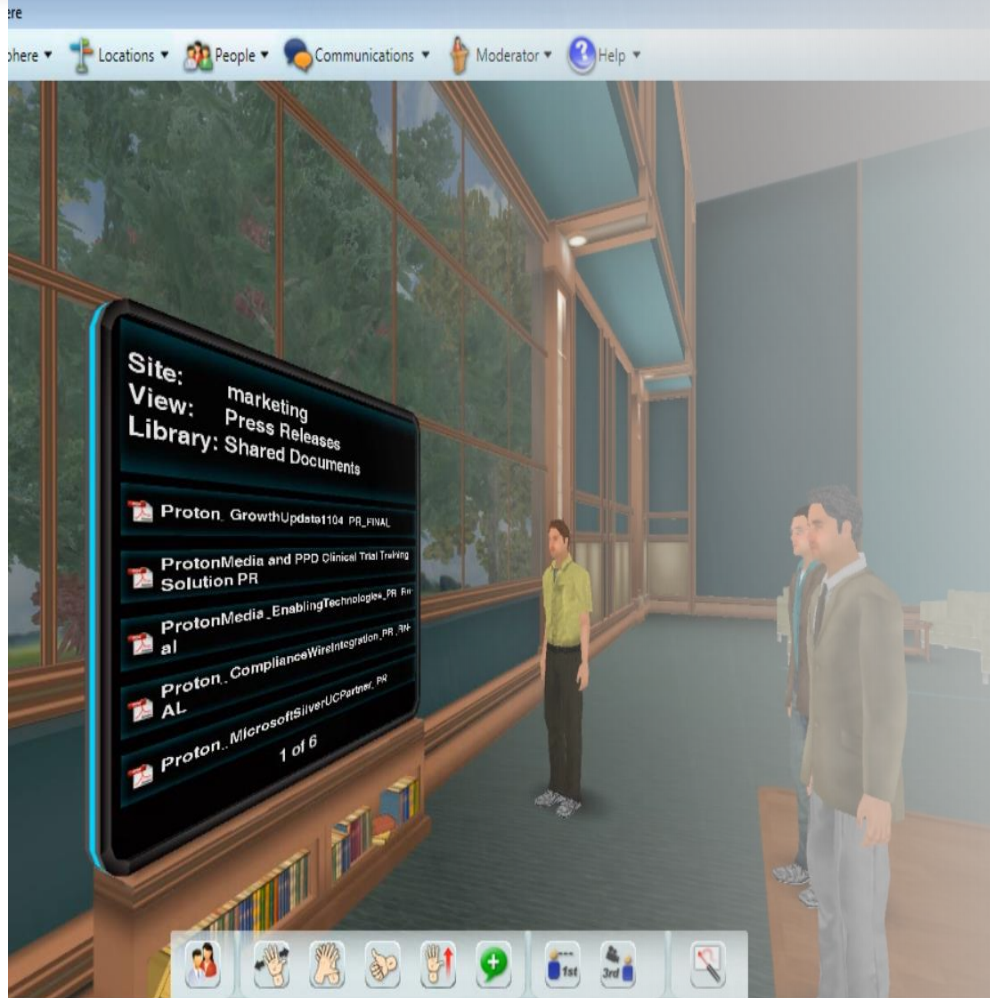### PPD 3D USER BASICS

VIEW Video Tutorials

PPD 3D RESOURCES & GUIDES

READ QuickStart Guide

READ User Guide

READ Troubleshooting Guide

READ Room Booking

READ Presenter/Trainer Guide

PPD®

Discussion