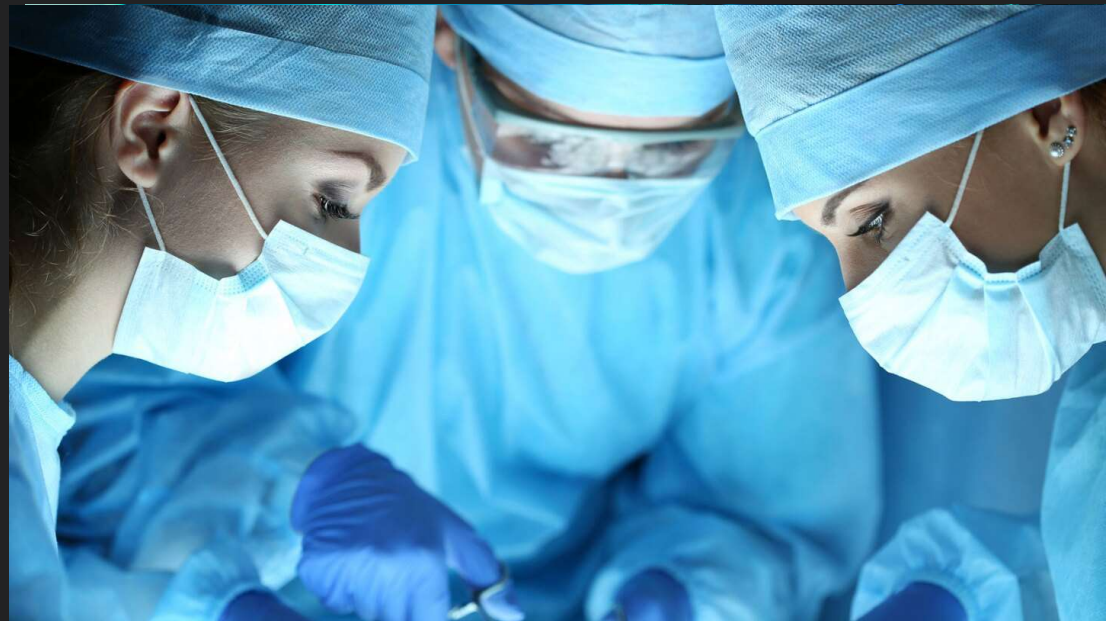


<NETEXAM>

Case Study

Empowering Healthcare Professionals: Johnson & Johnson's Training Revolution with NetExam

See how Johnson & Johnson educated surgeons and healthcare professionals on their latest surgical equipment using NetExam LMS+, seamlessly integrating with Salesforce to deliver flexible and impactful training.





J&J

Meet Johnson & Johnson

Johnson & Johnson (JnJ) is a global leader in healthcare and medical innovation, providing groundbreaking products and solutions to improve patient outcomes.

Known for trusted brands like Band-Aid® and Tylenol®, JnJ has been advancing health and improving lives for over 130 years.



Challenges

Johnson & Johnson needed an effective way to train surgeons and other healthcare professionals on their latest surgical equipment. The challenge was to implement a seamless training platform that could handle registrations, integrate with Salesforce, and support multiple training methods.

1. Registration Management

JnJ needed a system to allow surgeons and healthcare professionals to register for specialized training sessions on their surgical equipment. This process required a streamlined, user-friendly platform.

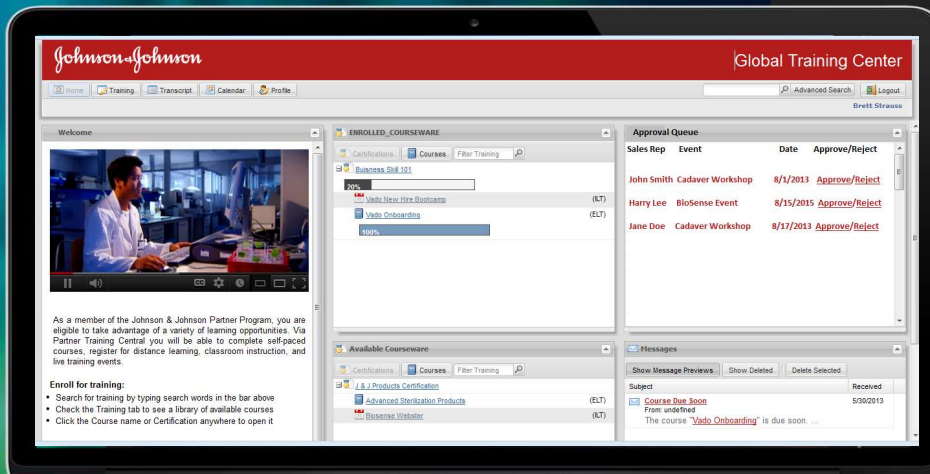
2. Salesforce Integration

With critical learner data stored in Salesforce.com, it was essential for JnJ to integrate seamlessly with Salesforce to automate account creation and sync training.

3. System Configurability

JnJ's needed an LMS that could be customized to connect and adapt to their specific operational needs. Many solutions on the market fell short in meeting this requirement.

NetExam stood out as the only learning system that could meet all these challenges.



About NetExam LMS+

Not just a one-size-fits-all LMS; NetExam LMS+ is a powerful suite of tools that leverage cutting-edge AI and exceptional support to streamline customer and channel partner education programs for large extended enterprises.

NetExam LMS+ has been perfected over years of delivering successful training solutions to best-in-class extended enterprises like Oracle, Dell, Johnson & Johnson, AT&T, Honeywell, AMD, McAfee, Blue Cross Blue Shield, Royal Canin, Sabre, Stanley, Aetna, and Bobcat.



The NetExam Solution

NetExam LMS+ provided a complete solution to address JnJ's needs:

➤ eCommerce Functionality

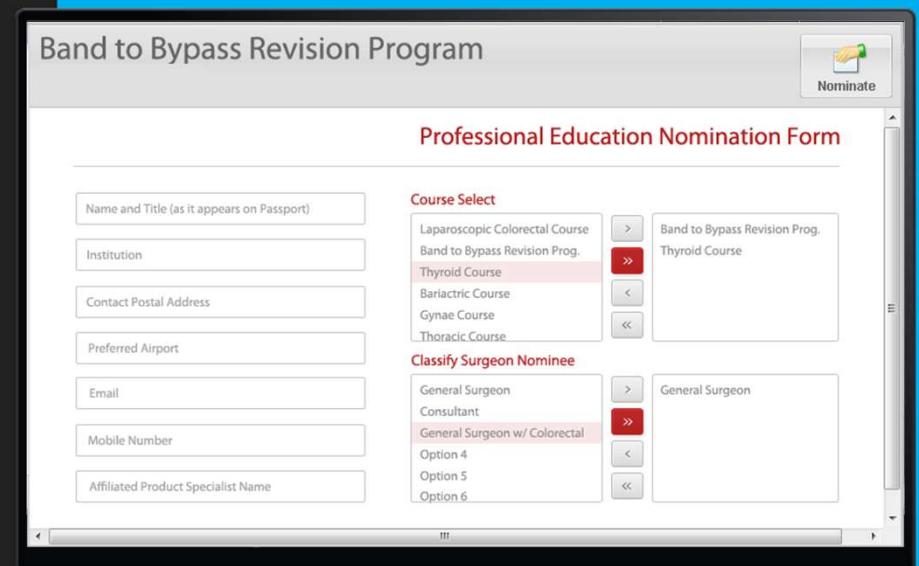
Selected individuals were invited to participate in training, while others could purchase training sessions using credit cards or vouchers, providing flexible access for healthcare professionals.

➤ Blended Learning Approach

The program offered a mix of instructor-led sessions, virtual instructor-led sessions, and on-demand e-learning modules. This flexibility ensured participants could access training in formats that suited their schedules and learning preferences.

➤ Salesforce Integration

NetExam's seamless integration with JnJ's Salesforce.com account automated the learner account creation process and synchronized training completions back to Salesforce. This ensured real-time updates and streamlined data management.



Results

The implementation of NetExam LMS+ delivered significant outcomes for Johnson & Johnson:

✓ Successful Registration and Training

JnJ achieved their goal of registering healthcare professionals for the training sessions. The platform's ease of use facilitated broad participation, enabling surgeons and other professionals to enhance their skills effectively.

✓ Improved Efficiency

The Salesforce integration automated key processes, reducing administrative workload and ensuring accurate tracking of training progress.

✓ Enhanced Learning Experience

The blended learning model provided participants with flexible and accessible training options, leading to higher engagement and knowledge retention.

Conclusion

Johnson & Johnson's partnership with NetExam LMS+ highlights how tailored learning solutions address healthcare training challenges. With Salesforce integration and diverse formats, NetExam enabled JnJ to train professionals and improve patient outcomes.



Ready to transform your channel partner and customer education?

Experience the power of NetExam LMS+
firsthand with a personalized demo
tailored to your unique environment.



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