

Johnson & Johnson

Market: Medical

Customer: Johnson and Johnson

Problem: The Client has a large sales team that requires extensive training and education on complex surgical products and processes. They operate in 27+ countries and multiple languages therefore needing a training solution that is intuitive (for non-tech savvy trainees), but effective for teaching and retention.

Solution: Bridgeborn developed a Training Delivery Platform (TDP) including web-delivery and CDs to support their global training and testing needs. An end-to-end solution including multimedia, video, audio to support regulated training needs as well as online quizzes and tests was delivered to over 27 countries and used by students of varying degrees of computer proficiency. Additionally, the TDP included Bridgeworks© 3D visualizations of various pieces of complex medical equipment. Simple “point and click” mouse controls allowed the trainees to rotate, view and inspect the equipment in 3-Dimensional space; allowing for infinite views of the product and related medical processes.

Value to Client: Our interactive 3D scenes provided the client with best-in-class technologies in an end-to-end training solution. Their ability to have students interact with the products in 3-dimensional space makes training more effective and engaging. In addition, “training by doing” (i.e. making students assemble and disassemble a piece of complex medical equipment) has been proven to increase retention rates vs. just watching a piece of equipment in traditional animations.

Services Provided	
	Analysis
	SDE&I
✓	Data Visualization
✓	Support Services
✓	Training and Education
	Research and Development

