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Mass General Brigham: Leveraging the Open edX platform for Global Healthcare Upskilling

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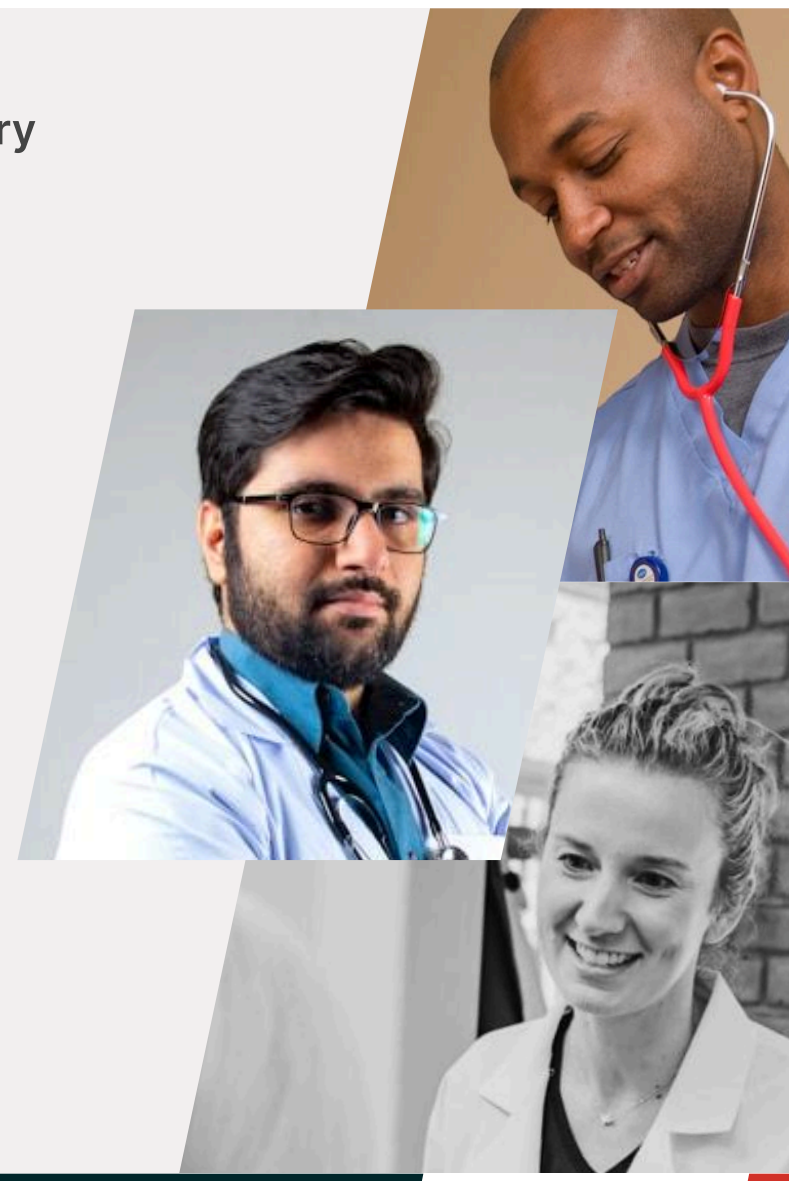
Background

Mass General Brigham (MGB) Global Advisory operates as a critical knowledge bridge, providing expert consultation to healthcare organizations worldwide. Their mission involves disseminating complex clinical and operational expertise, ranging from hospital design blueprints to specialized medical protocols, across diverse geographical and cultural landscapes. This presents significant logistical and security challenges, including time zone disparities, language barriers, and the need to protect proprietary information.

To overcome these obstacles, MGB strategically implemented the Open edX platform, leveraging Construct's expertise for a tailored learning management system (LMS). This platform serves as a central hub for delivering scalable and secure educational content to their global clientele.

Examples of how the platform is used by MGB Global Advisory

- **Greenfield Hospital Projects**
  - These projects are particularly complex, involving years of planning and execution. MGB utilizes the Open edX platform to create comprehensive training modules that guide clients through each phase of hospital development.
  - The modules include detailed information on:
    - Hospital design and infrastructure
    - Clinical service line development
    - Operational management
    - Equipment procurement
  - The use of 360° photos and videos of MGB's facilities provides clients with a realistic understanding of hospital environments and workflows.
- **Grand Rounds and Clinical Knowledge Dissemination**
  - MGB's internal grand rounds are a valuable source of clinical knowledge. By making these recordings available on the Open edX LMS, MGB extends their reach to international clients.
  - This provides clients with access to:
    - Expert lectures on the latest medical advancements
    - Case studies and clinical discussions
    - Insights from MGB's leading physicians and researchers
  - This is especially valuable in areas where access to cutting-edge medical information may be limited.



- **Leadership Conferences and Training**
  - MGB conducts leadership conferences that bring together healthcare leaders from around the world.
  - The Open edX platform is used to:
    - Record and distribute conference sessions
    - Provide access to presentation materials and resources
    - Facilitate post-conference learning and knowledge sharing
  - This allows those who could not attend the conferences, to still gain the valuable information provided.
- **Internal Staff Training**
  - MGB also uses the platform to train its own staff, especially new, junior staff members. This provides a uniform method of training, and ensures that all members of the global advisory team are trained to the same standards.

The Organizations That Made This Possible:

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Platform Features and Customization

- **Content Creation and Delivery**
  - MGB leverages Open edX's content management system to create engaging and interactive learning experiences.
  - They incorporate a variety of multimedia elements, including videos, images, and interactive exercises.
- **User Management and Access Control**
  - MGB utilizes the platform's user management features to control access to sensitive information.
  - They implement access controls based on client contracts and agreements.
- **Analytics and Reporting**
  - While MGB is still developing its analytics capabilities, they recognize the value of tracking user engagement and learning outcomes.
  - Future plans include leveraging the platform's analytics tools to gain deeper insights into user behavior.
- **Security and Compliance**
  - Data security and privacy are paramount for MGB.
  - They work closely with their Open edX partners to ensure that the platform meets their stringent security requirements.

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Impact

- **Improved client engagement and satisfaction**
  Clients reported increased engagement and satisfaction with the online learning experience, leading to better preparation for face-to-face meetings.
- **Increased reach and scalability**
  The platform enabled MGB to reach a wider audience of international clients and scale its training programs efficiently.
- **Enhanced data security and privacy**
  The platform's secure environment ensured the protection of MGB's proprietary information and client data.
- **Reduced team workload and improved efficiency**
  The platform automated many training tasks, freeing up MGB staff to focus on other priorities.

Key Takeaways

- The Open edX platform provides a flexible and cost-effective solution for organizations seeking to deliver online training and knowledge transfer.
- Interactive content and engaging learning experiences can significantly improve client satisfaction and knowledge retention.
- Secure platforms with robust data privacy features are essential for organizations handling sensitive information.
- Collaboration with experienced Open edX partners like Construct can ensure successful implementation and ongoing support.

Strategic Impact and Future Directions

- **Enhanced Global Reach**
  - The Open edX platform has enabled MGB to expand its reach and impact in the global healthcare market.
- **Improved Client Relationships**
  - By providing clients with access to high-quality training and knowledge resources, MGB has strengthened its client relationships.
- **Increased Efficiency and Cost-Effectiveness:**
  - The platform has streamlined MGB's training and knowledge transfer processes, resulting in increased efficiency and cost savings.

MGB plans to expand its use of the Open edX platform to other departments within the organization and explore new ways to leverage its capabilities for customer training and engagement. The organization also aims to implement more formal metrics to track user engagement and measure the impact of its online learning programs.

This case study demonstrates the transformative potential of the Open edX platform in the healthcare sector, enabling organizations like MGB to deliver high-quality training and knowledge transfer to a global audience while improving efficiency, reducing costs, and enhancing data security.

Mass General Brigham is committed to training the next generation of health care professionals. Our two academic medical centers and three specialty hospitals are affiliated with Harvard Medical School.