

Learning Solutions

Econometrica's Learning Solutions Team has successfully led learning and diffusion projects aimed at helping Federal agencies implement the types of behavioral changes associated with new programs. In this document, we spotlight our mastery of key competencies and the value we consistently deliver to our clients and partners.

A Flexible, Collaborative Approach to Training Design

- Econometrica implements a flexible approach to developing learning solutions based on audience size and geographic distribution, training objectives and content, and the client's budget.
- We adapt quickly to changing circumstances. For example, to support the Post-Acute Care (PAC) Training project during the COVID-19 public health emergency, we renegotiated deliverables for the second half of the year with the Centers for Medicare & Medicaid Services (CMS) in less than 3 weeks. We added 23 new deliverables totaling \$1 million in revenue.



Translating Expert Knowledge Into Engaging Training Products

- The Econometrica Learning Solutions Team comprises staff with strong project management, instructional design, training development, and logistical support skill sets.
- We have an excellent history of partnering with subject matter experts (SMEs) to translate their knowledge into well-designed and engaging training products delivered on time and on budget, including developing more than 20 hours of Continuing Medical Education (CME) coursework for the Centers for Disease Control & Prevention that included more than 1,500 slides and 1,000 graphics.
- Our SMEs have included internal staff, clients, subcontractors, and other contracting firms retained by our clients.



Strategically Choosing Training Modalities to Maximize Impact, Reach, and Cost-Effectiveness

- Econometrica's Learning Solutions Team works to maximize the benefit of investments in training by ensuring that content is deployed in the most effective modality and can achieve the maximum usage possible.



Designing and Deploying Effective, Collaborative Learning Solutions

Econometrica offers more than 10 years of experience creating and supporting dynamic learning collaboratives at the national level.

- We have built communities of practice (COPs) that actively engage healthcare practitioners and insurers to facilitate rapid learning and knowledge sharing.
- We provide participants with up-to-date, evidence-based tools, methodologies, and research as a catalyst to engage members in identifying solutions to complex problems.
- We also engage COP participants in conversations around change management methodology to drive adoption of solutions at their facilities.

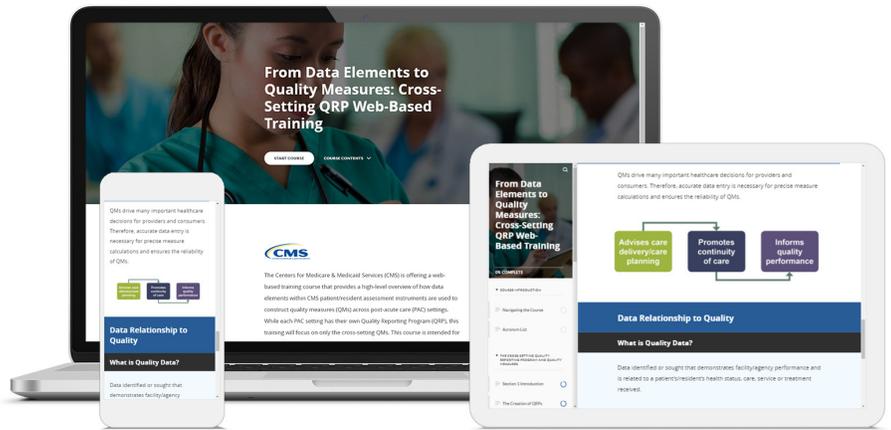


Success Indicators

High Participation Rates

With more than 100,000 viewings annually, learning assets created for the PAC Training project have been well received by PAC providers.

Of the nearly 5,000 courses publicly available to medical providers on the Centers for Disease Control and Prevention's learning platform, every 1 of the 23 most popular modules was developed by Econometrica. These modules represent more than 20 hours of clinical content on the topics of Infection Prevention and Antibiotic Stewardship.



High Client Satisfaction Ratings

Feedback from CMS has described recent Econometrica e-learnings created under the PAC Training contract as “breathtaking,” “outstanding,” “phenomenal,” and “fabulous.”

In 2020, we redesigned the State Data Resource Center (SDRC) website to make resources more accessible to states. Average monthly traffic more than doubled after the redesign, from 1,050 to 2,200 unique views, and the client described the new website as “exceptional and beyond our expectations.”

High Learner Satisfaction Ratings

On a scale of 1 to 5, Econometrica's trainings typically earn a 4.5 rating. This average includes trainings delivered in-person and via webinar as well as on-demand e-learnings.

Providers and professional associations have praised trainings developed by Econometrica's Learning Solutions Team as “the best trainings they have seen from CMS” and cited them as being extremely realistic in terms of “simulated patient scenarios being clinically accurate.”

Our clients and audiences have described our work as “breathtaking,” “outstanding,” “phenomenal,” “fabulous,” “exceptional and beyond our expectations.”

Excellent Outreach Rates

Econometrica's outreach efforts to advertise trainings surpass industry standards. Our current email open rate for training emails is 41 percent, compared to an industry-standard rate of 20 percent according to Constant Contact, and our email click-through rate is 40 percent, compared to 7 percent industry-wide.

Cost Effective

Econometrica has reduced the cost per participant of in-person training events by adding live-streaming. The addition of live streaming expanded the audience by 1,000 participants and reduced the per participant cost of the training by 80 percent. Additionally, we have strategically expanded the audience for the training post event resulting in an average savings of 98 percent per participant.

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