

CASE STUDY

Compliance Training for a Specialized Insurance Company

CHALLENGE

Since our client, a leading insurer of medical professionals, requires that physicians, surgeons, radiologists, and anesthesiologists carry malpractice insurance, they needed a compliance training program for their members to take in order to remain insured. To that end, the company partnered with AllenComm to create training that would help reduce lawsuits resulting from alleged malpractice in the healthcare industry.

“ Medical malpractice is the third leading cause of death in the United States, right behind heart disease and cancer.”

SOLUTION

AllenComm's design revolved around the theme of the "First-Person Doctor," positioning the physician as a learner at the center of the course so they could make decisions and solve problems themselves. The innovative training program, which was tailored to the company's specific needs, features videos from highly-respected physicians and researchers who share experience and research to develop clinical reasoning and mindfulness when interacting with patients and families. Learners also examine realistic patient case studies to help them reflect upon and analyze their own role.

RESULTS

On paper, those insured by the company were most affected by stressors. AllenComm created a training that was honest about the effects of stress on people in the medical profession, and offered solutions. The course took the industry-specific language of medical professionals and turned it into an engaging training. Their learners saw increased resilience, improved clinical reasoning and decision making, an uptick in patient safety and diagnostic accuracy, and enhanced empathy and engagement with patients and families.

