

▶ MDSERVE, Inc.

“With SSA Talent Management, we’re reinventing the way people in healthcare get the training they need to stay current and we’re doing it in a way that helps our clients save thousands of dollars.”

—ERIC S. HOLZBERG, CEO AND PRESIDENT, MDSERVE, INC.



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—A.J. SCHREIBER, EVP AND CHIEF OPERATING OFFICER, MDSERVE, INC.

► best-in-class learning management tools.

Business Issues

As a leading IT provider to community health centers and physicians' offices, MDSERVE, Inc. was faced with a learning management challenge. Its customers had significant training demands to meet ongoing certification requirements, in addition to keeping up with the constantly improving IT functionality the company was delivering.

With customers and sales and support staff throughout the United States, MDSERVE needed to implement an e-Learning solution that could be delivered efficiently and cost effectively. To address this business need, MDSERVE turned to SSA Global for a hosted solution based on SSA Talent Management.

The Company

MDSERVE, Inc, based in Stafford, Texas, is a leading healthcare information technology firm providing integrated software solutions and services that meet the clinical and management information needs of healthcare organizations and physicians. MDSERVE offers a total technology solution including practice management, electronic health records, accounting packages, custom reporting, data center and managed IT services, as well as web-based training and educational services through its innovative new e-Learning offering, MDSERVE University. MDSERVE University (MDSU) is a unique, new online e-Learning portal that provides interactive, Flash-based instruction from a curriculum that includes 85 job-specific courses organized by function (e.g., Front Desk, Back Office, etc.) as well as more than 50 third-party healthcare courses.

company -----	MDSERVE, Inc.
solution -----	SSA Human Capital Management
product -----	SSA Talent Management
data center -----	SSA Global
industry -----	Healthcare
country -----	USA

What's Critical

Since training requirements in the healthcare industry are more challenging than most other industries, it is critical for MDSERVE to offer an efficient learning management solution to meet this need.

There are several factors that make training a critical business challenge for MDSERVE and its customers in the healthcare industry. According to Eric S. Holzberg, chief executive officer and president of MDSERVE, the major business drivers are the pace of technology change, the need for workers in the industry to stay current with ongoing certification requirements, and day-to-day time pressures on workers.

“Workers in healthcare, including our own sales and support staff, must keep up with constantly improving technology solutions,” he says. “This puts a lot of strain on our customers, in part, because they typically are not staffed with highly-trained, long-term IT employees and don't have the resources available to institute ongoing training programs.”

The lack of IT skills and high employee turnover at many MDSERVE customers meant that traditional approaches like in-person “train the trainer” classes were not economically viable.

“Based on these industry trends, it became apparent that an entirely new training paradigm was needed,” Holzberg says. “The new solution would have to offer a more efficient and cost-effective way to deliver training and give our customers and their employees more flexibility in the way they keep their knowledge base and technical skills current.”

MDSERVE responded to this business requirement by creating the MDSERVE University based on SSA Global's SSA Talent Management solution.

Finding the Right Solution

A key module of SSA Human Capital Management, SSA Talent Management provides MDSERVE with a wide range of functionality, including learning management, competency management, performance management and succession management. “SSA Talent Management has lots of potential because it is so robust and, at the same time, easy to use,” explains A.J. Schreiber, executive vice president and chief operating officer at MDSERVE, adding that the solution provides clients with good reporting so they can monitor their training programs to be sure employees are taking courses and completing their education and certification requirements.”

“

... by adopting a hosted model, we were able to focus our efforts on creating the design and content for courses and getting them out to our clients.”

— ERIC S. HOLZBERG, CEO AND PRESIDENT, MDSERVE, INC.

► align learning initiatives with corporate strategy.

For MDSERVE, a key differentiator of the SSA Talent Management solution was the ease with which the company could develop and implement several customized features, including the innovative use of an avatar to provide a human-like face for interacting with users. “Because many users are auditory learners rather than visual users, we added a keyword term artificial intelligence database,” Schreiber explains. “Then we added an animated avatar to verbally return answers using the AIML (artificial intelligence markup language) engine we integrated into the SSA Talent Management solution.”

The flexible J2EE® architecture also enabled MDSERVE to fully integrate a virtual conferencing capability using technology from WebEx.

“With SSA Talent Management, we can offer a very sophisticated e-Learning solution that is configured to give each of our clients a separate and secure training environment,” Holzberg says.

Implementing Fast

“We assessed the pros and cons of purchasing the solution and operating it from our Level 3 data center, but decided that a hosted model was the best approach,” Holzberg says. “There is a lot of functionality in SSA Talent Management and by adopting a hosted model, we were able to focus our efforts on creating the design and content for courses and getting them out to our clients.”

Making it Pay

“With SSA Talent Management, we’re reinventing the way people in healthcare get the training they need to stay current and we’re doing it in a way that helps our clients save thousands of dollars,” Holzberg says. “MDSU gives our customers and our own employees far more flexibility in

when, where and how they complete their training and education requirements.”

Holzberg says technology-based innovations enabled by SSA Talent Management are playing a key role in the success of MDSU. As one prime example, he cites the ability of MDSERVE to integrate WebEx® virtual conference capabilities into SSA Talent Management. “By making virtual conferencing a core delivery method for training, we’ve eliminated a lot of travel expenses. Now we can offer our customers virtual classrooms with the capacity to serve 100 participants at a time.”

MDSERVE is leveraging the advanced technology of SSA Talent Management by applying the vision and learning management expertise of its team. For example, to respond to time pressures faced by users, the company has designed courses that can be completed by individuals on their own and in small time increments. “We believe bite-sized training is the wave of the future,” Holzberg says. “SSA Talent Management enables us to break down the training into the bite-sized pieces that people want. We know this is the right approach because our records show that the average time spent logged onto to MDSU is a little over 15 minutes per session.”

The response to MDSERVE University has been impressive. After only a year of operation, MDSU usage has been rising dramatically with new course registrations

increasing by nearly 300% in one period alone. Course cancellations, another measure of positive reception, have fallen dramatically.

MDSERVE has rolled out more than 250 courses and more than 4,000 courses have successfully been completed. Of the courses completed, 94% have been done online with the number of courses delivered by an on-site training dropping to just 1%.

“The success of MDSU has enabled us to eliminate our own corporate training room,” Holzberg continues. “This is a huge benefit to our business.”

Forward Faster™ — Into the Future

In the near term, MDSERVE’s priority is to leverage all facets of SSA Talent Management to meet growing healthcare training requirements.

For the long term, Holzberg notes that under federal law, by 2014 all U.S. healthcare records must be managed electronically. “This is not only a major technology challenge for the industry, it will also require breakthrough new approaches to training like MDSERVE University,” he says. “I’m confident that we’ll continue our close collaboration with SSA Global to keep MDSERVE University at the forefront of this transformation in healthcare training.”

About SSA Global

SSA Global (NASDAQ: SSAG) is a leading provider of enterprise business software for mid-sized and large organizations, primarily in select manufacturing, consumer and services industries. The company’s software solutions include enterprise resource planning, financial management, human capital management, corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has over 50 locations worldwide and its product offerings are used by customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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