



# AVATAR

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STRATEGIC PARTNERS

## CASE HISTORY – HEALTH LEARNING SYSTEMS

*Company finds way to re-use its previous work and improve collaboration on client deliverables*

### SITUATION

Health Learning Systems (HLS), a CommonHealth company of 120 employees, provides education services for medical professionals, publication planning, and opinion leader development, funded by grants from pharmaceutical companies. Over its 12 year history, the company amassed some 114,000 documents – monographs, presentations, business pitches – deposited largely on CommonHealth file servers. Because the folder structure grew “organically”, management and staff found it difficult to locate and re-use existing materials.

The CIO of CommonHealth recognized the revenue implications of re-using rich media artifacts – artwork, audio/video clips – and he moved the organization to disciplined digital asset management practices, supported by Canto Cumulus. As with other CommonHealth companies, HLS did not yet have such practices and tools in place for standard “office” documents.

### OBJECTIVE

The CIO declared his goal of applying these practices and tools to “office” documents. In support of this goal, Microsoft offered a beta test of SharePoint Portal II with professional services support, to be followed by an evaluation. Objective: Define, lead, and deliver a proof-of-concept pilot within HLS.

### APPROACH

- Set scope of pilot consistent with needs of all stakeholders.
- With management, select HLS pilot user team and organize deployment team.
- Lead rapid analysis of pilot team’s workflow.
- Plan rollout and manage delivery of pilot, including user training.
- Manage and provide close post-delivery support.
- Maintain effective communications to all parties.

### RESULTS

- Pilot delivered in 9 weeks with limited time required of CIO.
- Digital asset management and collaboration practices accepted by HLS.
- SharePoint Portal II accepted as technical underpinnings of HLS’s portal.
- Microsoft used pilot as case study in its launch promotion.
- Effective transition to internal program management.