

## Solution Provider Profile

### Amplifire

November 2023



Company At-a-Glance	
Name of Product/Offered	Amplifire
Headquarters	Boulder, CO
Year Founded	2009
Geographic Coverage	Global
Website	<a href="https://www.amplifire.com">Amplifire.com</a>

### Amplifire OVERVIEW AND VALUE PROPOSITION

Amplifire is the world's leading adaptive learning platform, leveraging best-in-class, AI-enhanced content and optimized by over 4 billion learner interactions.

Built from patented brain science discoveries, it delivers unprecedented results around performance, safety and time savings for critical roles.

#### Example Outcomes:

- UCHealth implemented the EHR courseware and reduced training time by 56% while increasing proficiency by 19%. They save an estimated \$1.45 million annually.
- Intermountain Health bought the CLABSI course and attained a 79% reduction in the incidence of CLABSI and a 15X ROI due to averting costs in unreimbursed care.
- Mass General Brigham bought the EHR Library and attained a 50% reduction in the number of trainers and \$150,000 in savings by eliminating contractors.

#### Proven, Patented Methodology:

The Amplifire platform is a proven, proprietary algorithm built from patented brain science discoveries from world-renowned institutions. It delivers superior outcomes, while dramatically reducing costs. Amplifire's personalized, adaptive learning platform boosts retention and delivers exceptional analytics that provide deep insight into learners' minds.

Amplifire's patented learning methodology includes 23 triggers and techniques that activate the brain's neural mechanisms that cause long-term retention of information. Critical functions include:

- It triggers the part of the brain controlling emotion, causing more rapid memory retention.
- It provides learner analytics that uncover “confidently held misinformation (CHM),” which often impacts performance because CHM is the precursor to an error made with confidence.
- It informs the learning delivery algorithm which content will require focus to “un-learn” an incorrect belief about the content and then tracks their learning journey to a state of “confident and correct.”

### **Industry-leading Alliances:**

Amplifire brings together industry-leading experts across healthcare, aviation, financial services and other high-stakes industries. Most notably, Amplifire has ignited a collaboration of over 20 world-renowned health systems with a commitment to innovation, progress and positive patient outcomes that co-develop courseware and share learnings.

By forming the Healthcare Alliance, a collaboration of the largest and highest-rated health systems in the country, Amplifire has co-developed both clinical and non-clinical content designed to reduce training time and costs, increase revenue and improve patient outcomes. Alliance members find value in both the learning platform and co-developed content that can be utilized by other health systems to address the same pain points. Members are delivering unprecedented results around quality and safety and rapid clinician onboarding in this challenging time for the industry.

### **An AI Approach to Content Development:**

By leveraging AI tools, Amplifire's content development approach begins a step ahead of traditional methods to elevate instructional design capabilities and shave hours off development time. Amplifire's content experts are uniquely positioned to curate and support output for a best-in-class, peer development experience.

Most recently, Amplifire joined forces with the accounting industry to transform training content development. By leveraging AI, they have achieved remarkable reductions in time and cost for content production, slashing the average time per course from 100 hours to under 2 hours. They ensure that all courseware undergoes meticulous review and optimization before deployment.

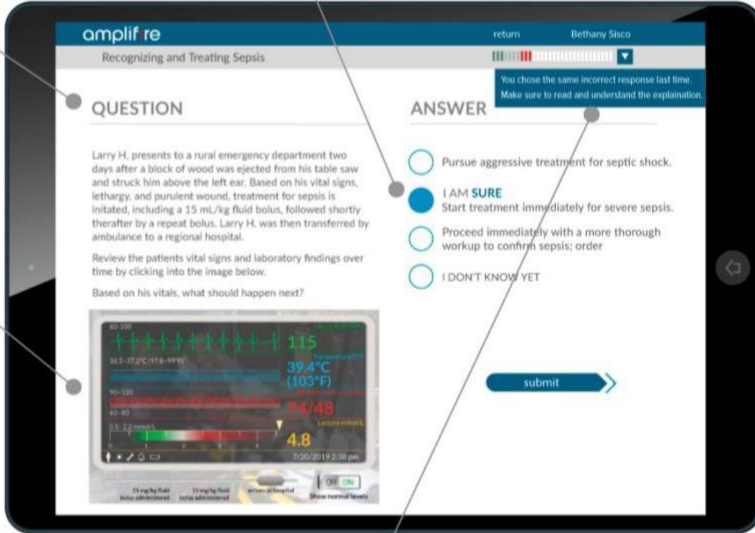
## SCREENSHOTS

Figure 1: Phase One — Confidence-Based Assessment

Assessing confidence while answering causes metacognition (thinking about one's thinking), which drives long-term memory

Questions are triggers that cause retrieval, curiosity, and attention: all are drivers of durable memory

Interactive scenarios are simulations of real-life situations. In this case, a learner can move through the progression of the patient's vital signs before answering the question



The screenshot displays the Amplifire interface for a module titled "Recognizing and Treating Sepsis". The interface is divided into a "QUESTION" section on the left and an "ANSWER" section on the right. The "QUESTION" section contains a clinical scenario about a patient named Larry H. who has been injured and is now in a rural emergency department. It includes a vital signs monitor showing heart rate (115), temperature (39.4°C / 103°F), and blood pressure (74/48). The question asks, "Based on his vitals, what should happen next?". The "ANSWER" section offers four radio button options: "Pursue aggressive treatment for septic shock.", "I AM SURE Start treatment immediately for severe sepsis.", "Proceed immediately with a more thorough workup to confirm sepsis; order", and "I DON'T KNOW YET". A "submit" button is located at the bottom right. A feedback message at the top right states, "You chose the same incorrect response last time. Make sure to read and understand the explanation." The interface also shows the user's name "Bethany Sisco" and a progress bar.

AI-driven coaching keeps learners on track with guidance and encouragement while reducing struggle

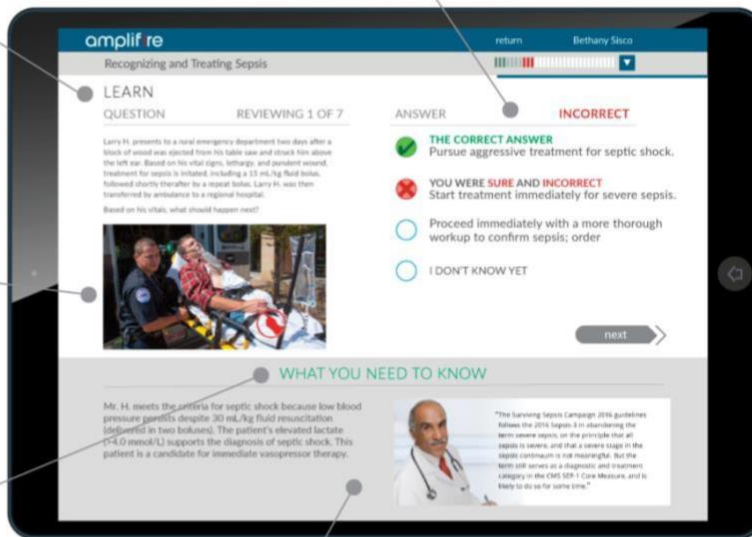
Figure 2: Phase Two — Feedback and Learning

Now in learning, users see the full context of question, answers, and explanations

Learners can re-experience the interactive scenario and determine where their knowledge and certainty were misplaced.

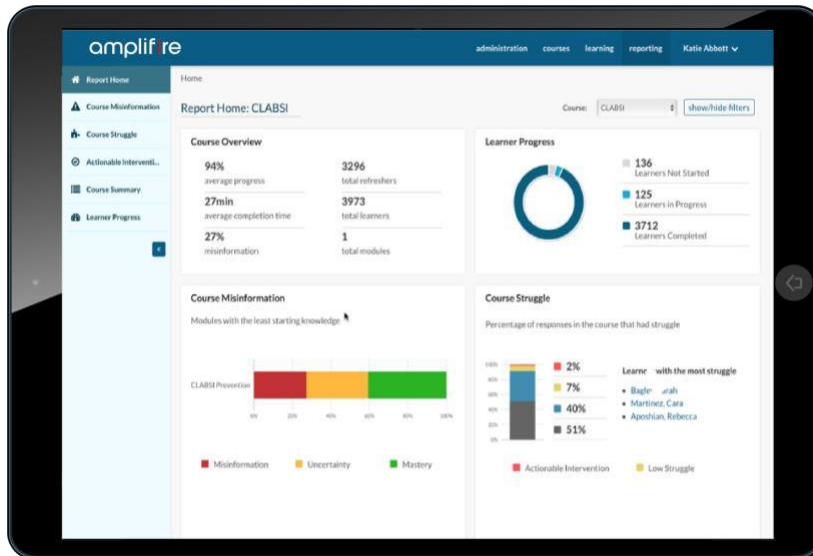
Feedback comes after a delay which maximizes memory formation

When a learner confronts their confidently held misinformation, both attention and memory are boosted in a process called hyper-correction



Learners know they may see this question again. This generates the possibility of an uncertain reward in the future, a powerful trigger for memory formation.

Figure 3: Analytics



All screenshots provided by Amplifire

*The reporting suite tracks interactions for every learner, making it easy to spot and address vulnerabilities by segment: tenure, role, department, location or other learner attributes.*

## Analysis by Brandon Hall Group™

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### Situational Analysis

Organizations are continually striving to create engaging learning that has a real impact on behaviors and business outcomes. However, outmoded learning technology, traditional content and a lack of focus on what the learner needs have led to uninspiring learning experiences that are often measured by completions rather than real business impact.

What does it take to create a more impactful, engaging learning experience that improves individual and business performance? Personalization, reinforcement and adaptability, driven by generative AI. Together, these characteristics take learning to the next level. Corporations are trying to find better ways to curate and deliver learning in a more contextual, engaging and modern technological interface. Several factors that are driving corporations to improve their learning experience strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.
- **Technology** — Learning technology is quickly evolving and organizations are in serious need of re-evaluating their learning technology ecosystem to offer a more modernized approach to learners.

### Challenges to the Business

Organizations have had difficulty catching up to the new standard of learning. Learner requirements have evolved quickly and their need to have access to knowledge and information when and where they need it is more important than ever. Most learning is still very event-based, without enough follow-up, reinforcement or opportunities to apply knowledge. This leaves organizations ill-equipped not only to meet the rapidly changing challenges of today but to ensure their workforce has the skills and knowledge required for the future.

## Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, employees are not learning what they need to know to maintain compliance, develop new competencies and skills, and advance their capabilities, leading to negative implications including a lack of innovation and creativity that makes the organization uncompetitive.

## Questions to be Answered by the Business

Organizations need to rethink their approach to the learner experience to keep pace with the rapidly changing dynamics of their learners and business. The key questions for the business are:

- How does an organization create personalized learning at scale?
- Can one provider offer a state-of-the-art learning platform that delivers engaging, contextual experiences?

## Amplifire as the Answer

Amplifire spent a decade building a brain science-driven adaptive learning solution that addressed one specific problem — a gigantic knowledge distribution crisis in healthcare that was killing an estimated 200-300 people per day, according to medical experts.

Now, after a \$110 million recapitalization, a unique alliance of healthcare systems to assist with learning content development, and the ability to leverage AI to accelerate production, Amplifire is ready to expand into several different industries.

Amplifire is a unicorn in the learning space whose story has flown under the radar. But we believe they are ready to take off in a big way. Organizations that want to develop future-ready employees should pay close attention.

Many industries have a problem called CHM, which stands for confidently held misinformation. This involves professionals believing they know how to do something or know how to solve a problem, but they have been taught the wrong way or about the wrong approach. Therefore, problems don't get solved or get solved incorrectly. In healthcare, CHM is deadly.

Amplifire's advanced brain science delivery platform has trained or retrained thousands of doctors and nurses. This system reduces training time by 50-86% along with a reduction in adverse events of 60-79%.

Amplifire's other great innovation, led by CEO and co-founder Bob Burgin, was to build the Amplifire Healthcare Alliance, a collaboration of hospital systems dedicated to improving patient care and reducing incidents of avoidable harm by reducing CHM. The alliance, which

now includes over 25 organizations, used subject-matter experts to develop learning content in return for a share of Amplifire's revenue. Now, Amplifire uses multiple AI tools to produce content, cutting development time substantially. The alliance's SMEs now review and correct any mistakes.

Burgin and his team are working to replicate this model for other industries. Amplifire has developed a new alliance to support learning development for the accounting industry. It plans to develop hundreds of courses by the end of the year. Amplifire is moving to develop training for the aviation industry, and backed by a premier private equity firm, research is being conducted on additional verticals.

This model of pairing AI-driven content production with an industry alliance to provide expertise and share revenue is disruptive and has the potential to revolutionize critical training in all major industries.

This provides businesses with new options for purchasing critical-skill content from expertly sourced developers. At a time when, according to our research, 40% of organizations expect their learning budgets to stay even or decrease while demand for compliance training and other types of learning increase, organizations should keep a good eye on Amplifire. Their model may very well influence the future of corporate learning.

*- Claude Werder, Senior VP and Principal Analyst, Brandon Hall Group™*

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## About Brandon Hall Group™

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