

2024 HEALTHCARE SOLUTIONS

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VALUE



SAFETY AND QUALITY ESSENTIALS

Patient safety remains a critical national public health issue, as recent data indicates a rise in preventable, adverse events.

The Safety and Quality Essentials Library is designed to improve patient safety through the prevention of hospital-acquired conditions (HACs) while simultaneously promoting the early recognition, management, and communication of conditions that can lead to avoidable harm.

The library is designed to reduce the financial burden of unreimbursed HACs and CMS penalties, improve the knowledge of clinicians to increase the quality of care, and identify & remediate areas of clinical risk individually and organizationally.



Target Learners

Nurses, Physicians, APPs, and Clinical Support Staff, Phlebotomists, Certified Nursing Assistants



Co-development Partner(s)

Intermountain Healthcare, MedStar Health, Providence Health



Peer Results

- 50-79% reduction in CLABSI
- 38% reduction in CAUTI
- Identified 50% physicians misinformed or uncertainly diagnosing aortic dissection

INFECTION PREVENTION COURSEWARE

Blood Culture Collection

In this course, you will learn recommended blood culture collection practices to decrease the risk of harm to patients and contamination of blood samples.

CAUTI and CLABSI PCT

In this course, you will learn techniques to manage patients with indwelling catheters and central lines to help prevent these harmful infections.

CAUTI Prevention

This course recruits learners to become part of the battle against catheter-associated urinary tract infections (CAUTI), the leading cause of avoidable patient harm.

CLABSI Prevention

This course reviews best practices, including interventions such as sterile technique, disinfection, and hand hygiene, the use of antimicrobial lock solutions and line materials.

Preventing and Managing C. difficile

This course covers evidence-based management of C. difficile infections (CDIs), from diagnosis and treatment to management of recurrent CDI.



Preventing Surgical Site Infections

This course examines a wide range of SSI prevention strategies, including proper and timely antibiotic use, meticulous environmental and surgical site disinfection, and effective patient temperature and glucose maintenance.

Safe Injection Practices

This course examines safe and unsafe injection practices surrounding the use of syringes, vials, and other injection equipment in the context of single or multiple patients.

Sepsis: Recognizing and Managing

This course explores the recognition and management of sepsis, including early recognition, aggressive treatment, and intensive patient monitoring.

OPIOIDS: SAFE PRESCRIBING PRACTICES COURSEWARE

Opioids: Safe Use and Management

This course covers guidelines for the safe and effective prescribing of opioids to assist healthcare providers in delivering care while improving the quality and safety of patient pain management.

Opioids: Neonatal Abstinence Syndrome

This course addresses the escalating issue of Neonatal Abstinence Syndrome, focusing on effective treatment strategies for newborns with opioid dependency.

CLINICAL SUPPORT STAFF COURSEWARE

Blood Pressure

This course examines blood pressure topics including anatomy and physiology of blood pressure, blood pressure management, hypertension management, and hypertension complications.

EKG

These courses are meant to assess ability to interpret EKG waves and knowledge of nursing interventions to perform based on the EKG wave.

General Knowledge

This course covers general knowledge topics related to the responsibilities of clinical support staff members, ranging from HIPAA to documentation to anatomical term review.

Injections

This course examines a broad range of injection topics including injection routes and sites, injection equipment, complications related to injections, and safe injection practices.



DIAGNOSES AND MANAGEMENT COURSEWARE

**Can't Miss Diagnoses:
Aortic Dissection**

This course examines the risk factors for aortic dissection and ensures that instances of aortic dissection are quickly recognized and treated.

**Can't Miss Diagnoses:
Epidural Abscess**

This course focuses on the classic symptoms of epidural abscesses and the forewarned conditions that mimic or mask epidural abscesses and enhance confident knowledge of the essentials for prompt treatment.

**Can't Miss Diagnoses:
Necrotizing Fasciitis**

This course teaches the signs and symptoms of necrotizing fasciitis and the appropriate emergency management to achieve the best outcomes.

Cardiogenic Shock

The course is designed to improve outcomes in cardiogenic shock (CS) by optimizing early recognition and management.

PREVENTION AND AVOIDANCE OF HARM COURSEWARE

**Management of
Type 2 Diabetes Mellitus**

Physicians will become familiar with all the glucose-lowering medication options to prescribe medication regimens that address their patient's specific needs and that patients will follow.

**Preventing
Patient Falls**

In this course, you'll learn about risk factors that contribute to falls and evidence-based strategies from CMS for preventing falls.

**Preventing
Pressure Injuries**

This course covers pressure injury prevention practices, including risk assessments, patient positioning, and pressure injury prevention equipment.

Safe Surgery

This course covers the importance of understanding the "why" behind checklists while overcoming the perception that these checklists serve only as a mere tool.

**Traumatic
Brain Injury**

This course covers the treatment of agitated patients, including environmental adaptation, thoughtful medication decisions, and frequent reassessment for continuing or worsening symptoms.



CLINICAL DECISION SUPPORT

ICU Liberation

This course supports clinician care optimization for patients in the ICU aligned to the ABCDEF Bundle.

Deterioration Index

When a patient's clinical status deteriorates, poor outcomes can result, including unplanned escalation of care, patient harm, and even mortality. This course teaches utilization of a predictive automated patient deterioration index which assists staff to intervene early, BEFORE critical decompensation occurs.

End of Life

Providing end of life care can be both challenging and rewarding. This module will provide you with a framework for providing care with knowledge and compassion.

Palliative Care

Providing palliative care can be both challenging and rewarding. This module will provide you with a framework for providing care with knowledge and compassion.






ELECTRONIC HEALTH RECORD

Research indicates that user ratings on the quality of training are the single greatest predictor of overall Electronic Health Record (EHR) user experience. These findings are leading health systems to re-invest in new and innovative training approaches.


The Amplifire platform helps physicians, nurses, and clinical support staff more effectively navigate the patient record workflow, reduce onboarding and training time, and optimize overall EHR investment. Amplifire partners with each health system to create Amplifire EHR courses unique to each system's workflows.

The following roles have templates ready for rapid development:




Target Learners

Nurses, Physicians, APPs, and Clinical Support Staff, Phlebotomists, Certified Nursing Assistants, Registration and Scheduling Staff



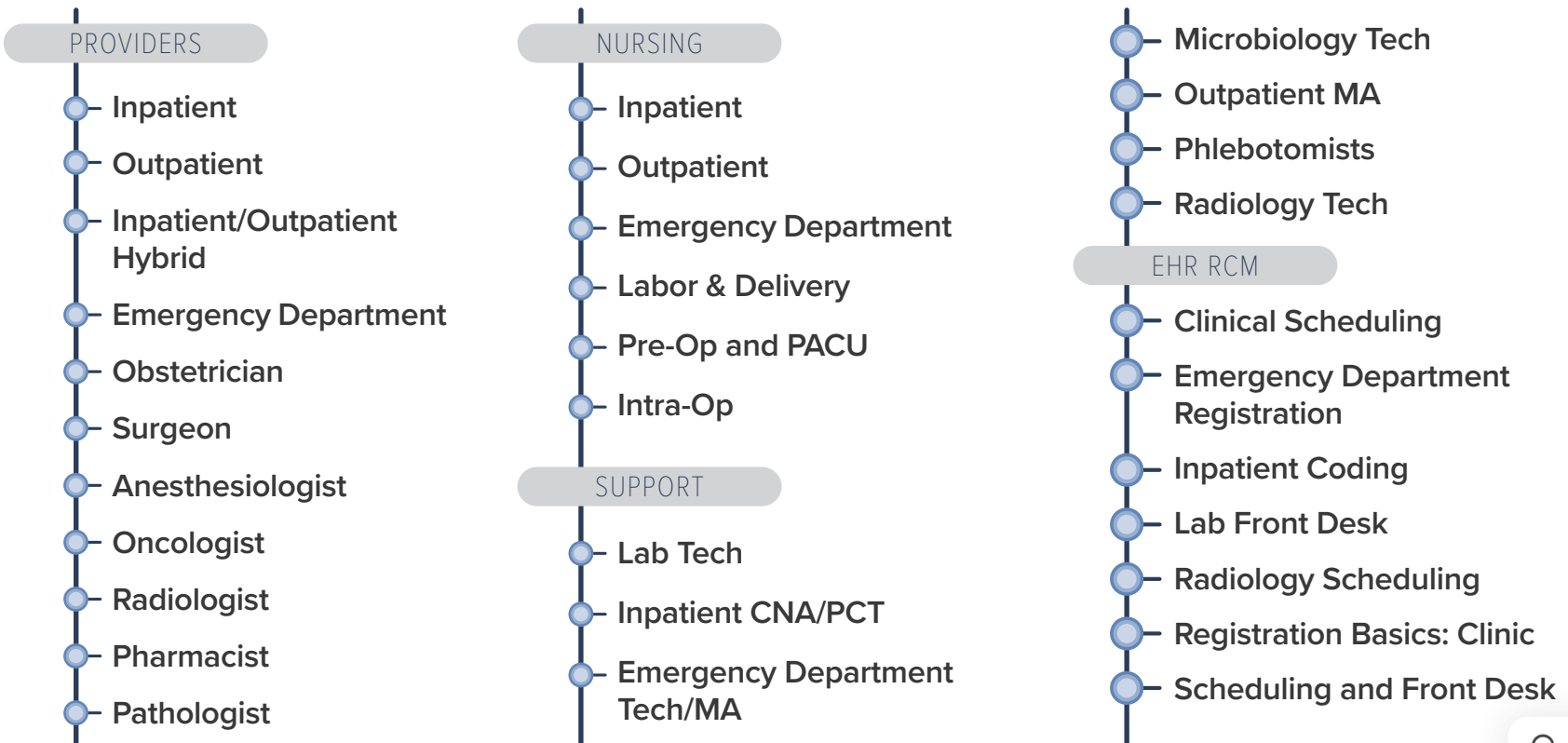
Co-development Partner(s)

MedStar Health, Ochsner Health, UCHealth



Peer Results

- Reduces training time by 25-85%
- Avg 83% learner satisfaction rating
- Increased EHR proficiency (19.8% for physicians/APPs)





OBSTETRICS RISK REDUCTION

Trends over the past decade indicate a decrease in overall neonate adverse events and a substantial rise in maternal morbidity. The courseware is designed to address this and other complex issues facing Labor and Delivery care teams.

The OB courses address the most frequently seen rule-based, skill-based and knowledge-based active and latent errors in obstetrics. It targets and reduces the most common system errors related to Electronic Fetal Monitoring use including fear of conflict, knowledge deficits, and communication failures.



Target Learners

Providers, Midwives, and Nurses



Co-development Partner(s)

Multiple Healthcare Alliance Members and Partners



Peer Results

- Reduces incidents and near-misses associated with the health and safety of pregnant women and their unborn children
- Reduces the financial burden of malpractice claims associated with obstetrics

COURSEWARE READY FOR DEPLOYMENT

Electronic Fetal Monitoring

This training teaches EFM interpretation and management skills, while also solidifying learner understanding of key, fundamental principles that lead to proper interpretation and management.

Hypertension in Pregnancy

This training will cover the various hypertensive disorders in pregnancy, including increasing your understanding of classifications, proper diagnosis, management, and treatment options.

Postpartum Hemorrhage

This course teaches learners how to identify a patient’s risk of postpartum hemorrhage, how to manage it, and how to communicate with the patient and care team.

Shoulder Dystocia

This course teaches the various maneuvers used to resolve shoulder dystocia and how to communicate during instances of shoulder dystocia.



ORGANIZATIONAL CULTURE

Whether orienting new co-workers and medical staff members, or training those who've been affiliated with the organization for some time, Amplifire offers a proven way to assure that critical content is delivered and retained at scale. In the pandemic's aftermath and with heightened awareness about health equity, it's never been more important for healthcare provider organizations to ensure that essential concepts associated with quality and safety, as well as diversity, equity and inclusion (DE&I) are conveyed in time-efficient and effective ways.

The Organization Culture courses enable leaders to reinforce critical learning objectives in ways that will shape the patient experience, foster collaboration among providers and employees, and create a safe and respectful environment for all. Each course can be further modified to ensure that the final version is fully aligned with the values, policies, and teaching points that are vital to the sponsoring organization.



Target Learners
Clinical Audience/Non-Clinical Audience



Co-development Partner(s)
Multiple Healthcare Alliance Members and Partners



Peer Results

- Decrease rate of violent events in inpatient settings
- Decrease worker's comp claims from workplace violence incident
- Remediate Confidently Held Misinformation (CHM)
- Uncertainty around bias and injustice in the workplace

COURSEWARE READY FOR DEPLOYMENT

Cognitive Bias in Decision Making	This course is a field guide for spotting and naming cognitive bias in the medical context and examines many different biases and their effects on medical diagnoses and decision-making.
Diversity, Equity, and Inclusion	This course is a comprehensive, introspective, and solution-focused learning opportunity to build self-awareness and insight on the diversity dimension of race.
Patient Safety: Physician Edition	This course covers the fundamentals of patient safety, elucidating the importance of safe processes and behaviors in error prevention, and delineating the provider's responsibility in fostering a culture of safety.
Serious Illness Conversation	This course uses a well-tested and widely adopted tool, the Serious Illness Conversation Guide, which helps clinicians to have more, better, and earlier conversations with their seriously ill patients with just a little practice.
Workplace Violence Prevention	This course teaches verbal de-escalation techniques providers can use when faced with situations in which they must manage agitated or challenging patients.



REVENUE CYCLE MANAGEMENT

Preventable errors and inefficiencies cause lost revenue. Many of these challenges can be addressed through improved training. The Revenue Cycle Management courses have been developed by various partners throughout the Healthcare Alliance. The courses are designed to improve financial outcomes, patient satisfaction, and user experience.



Target Learners

Schedulers, Registrars, Coders and Back-Office Staff



Co-development Partner(s)

Ochsner Health, UCHealth



Peer Results

- 46% reduction in patient identification errors
- Decrease errors in registration
- Improve revenue recognition
- Reduced onboarding time

EHR: RCM COURSEWARE

Clinical Scheduling

This course covers clinical scheduling with topics covering terminology, appointment requests, scheduling appointment, canceled appointments, viewing referrals, changing/canceling an order, ancillary orders, protocol work list, auto vs. manual search, registration, and work queue.

Emergency Department Registration

This course consists of two modules that teach non-clinical staff the emergency department arrival process and registration process and navigate and customize patient lists.

Inpatient Coding

Inpatient coding covers the basic hospital coding workflow including account work queues, review the chart, coding an account, sending coding queries, and communicating with other areas.

Lab Front Desk

This course covers the basics of registration for a patient, including registering a patient in EHR, working with patient records in EHR, utilizing department appointment reports, records verification, appointment cancellation, and collecting payment.

Radiology Scheduling

This course consists of two modules that teach schedulers how to schedule or cancel radiology procedures/appointments, process ancillary orders, transcribe orders, and process active request work queues.



Registration Basics

Registration basics teaches EHR tasks including patient registration, demographic updates, insurance management, real-time eligibility checks, worker's comp handling, "break the glass" protocols, record management, and patient portal usage.

Scheduling and Front Desk

The Outpatient Scheduling and Front Desk course integrates patient scheduling across various healthcare areas and facilitates check-ins, encompassing both Primary Care and Specialty Care Clinics, covering appointment scheduling, referral management, work queue assignments, and EHR-based appointment check-ins.

GENERAL: RCM COURSEWARE

Automatic Filing Order

This course has been developed to help front-end users determine the order of insurance for billing purposes when a patient has more than one insurance plan coverage; learners will be able to define and identify the functionality of automatic filing orders as well as complete workflows.

Commercial Insurance Identification

In this course, learners will master key concepts to learn how to obtain information from the patient, the insurance card, and other resources to ensure the billing information is accurate.

EMTALA

This course is designed for all employees but is focused on scenarios pertaining to those in patient access positions; learners will be able to define EMTALA (Emergency Medical Treatment and Active Labor Act) its regulations and principles.

Health Equity Demographics

This course includes steps and best practices for collecting patient demographic information important to establishing an accurate and complete health record in a respectful and equitable way.

MSPQ (Medicare Secondary Payer Questionnaire)

This course establishes a baseline knowledge of the MSPQ and ensures learners understand the requirements and how to determine accurate insurance filing order.



Patient Search and Selection

This course builds the learner's understanding of primary, secondary and tertiary patient identifiers; learners will know how to obtain and verify identifiers from the patient, perform an accurate patient search using the 4x4 method, and understand when to use secondary and tertiary searches.

Real-Time Eligibility Basics

This course builds knowledge of the importance of a patient's Real-Time Eligibility (RTE) information; learners will have a better understanding of the function of RTE, how to identify responses concerning RTE, and build confidence using RTE features.

Revenue Cycle Overview

This course builds learners' understanding of the full Revenue Cycle within a healthcare organization and understanding of how their role impacts the patient's financial experience.

Coverage Basics

This course has been developed to build your knowledge on adding, verifying, linking, terming and reactivating coverage.

Patient Verification

This course builds a learner's understanding of the proper patient verification process to ensure the correct patient/MRN (Medical Record Number) was selected within an Electronic Health Record (EHR) for scheduled or emergent services.





COMPLIANCE

The Compliance courses address a variety of topics that have regulatory and accreditation relevance. The courses identify and remediate cognitive biases that cause compliance-related issues and convey the latest compliance best practices to keep the workforce up to date.



Target Learners

Clinical Audience/Non-Clinical Audience



Co-development Partner(s)

Mass General Brigham, MedStar Health, Texas Health Resources



Peer Results

- Reduce compliance training time by 50-75% compared to traditional methods
- Reduce compliance-related issues

COURSEWARE READY FOR DEPLOYMENT

Corporate Compliance

This course teaches the basics of corporate compliance, exploring topics ranging from HIPPA to safe technology use.

Emergency Preparedness and Response

This course explores guidelines staff should follow when faced with an emergency event or potential disaster situation, including what to do when they are at work or at home when an emergency occurs.

Fire Safety

This course teaches about fire safety guidelines, the hospital fire plan, and evacuation steps in case of a fire emergency.

General Safety

This course teaches general safety topics, ranging from general hazard communication and fire safety to workplace violence and sexual harassment to ergonomics.

Hazards Communications

This course teaches learners how to appropriately respond to a chemical spill or emergency and determine the level of hazard according to the label assigned to the chemical.



Infection Prevention and Control: Clinical or Nonclinical

This course explores basic infection prevention practices such as hand hygiene, PPE use, and transmission-based precautions. It also teaches about HAIs, bloodborne pathogens, and antimicrobial stewardship.

Laboratory Specimen Collection and Labeling

This course orients learners to proper specimen collection and labeling procedures.

Patient Care Assessment and Patient Safety

This course explores guidelines staff should follow when faced with an emergency event or potential disaster situation, including what to do when they are at work or at home when an emergency occurs.

Patient Rights: Clinical or Nonclinical

This course explores patient rights and responsibilities, legal frameworks including ADA and HIPAA, diverse dimensions, advance directives, medical ethics, and grievance resolution.





WORKFORCE GROWTH AND DEVELOPMENT

The COVID-19 pandemic magnified the healthcare staffing crisis that health systems and other employers are facing today. Healthcare organizations have increasingly turned to creative ways to transform their workforce. These courses aim to provide efficient on-the-job training for clinical support staff to transform their productivity and increase their satisfaction.



Target Learners

Clinical Support Staff (PCA/CNA/PTCA)



Co-development Partner(s)

Multiple Healthcare Alliance Members/Partners



Peer Results

- Decrease staff turnover
- Increase in job preparation
- Decrease training time, giving back more time for clinical care

COURSEWARE READY FOR DEPLOYMENT

Blood Pressure

This course examines a broad range of blood pressure topics including anatomy and physiology of blood pressure, blood pressure management, hypertension management, and hypertension complications.

EKG Application and Management

This course teaches to how to place EKG leads and position patients properly to ensure accurate EKG readings.

Fall Prevention, Patient Mobility, Movement

In this course, learners will understand risk factors that contribute to falls and evidence-based strategies for preventing them and ensuring safe practices for patient mobility and transfers.

General Knowledge

This course covers general knowledge topics related to the responsibilities of a clinical support staff member, ranging from HIPAA to documentation to anatomical term review.

Infection Prevention & Control

In this course, learners will demonstrate an understanding of the National Patient Safety Goals and their role in hospital acquired infection and injury prevention.



Injections

This course examines a broad range of injection topics including injection routes and sites, injection equipment, complications related to injections, and safe injection practices.

Patient Safety & Emergency Procedures

In this course, learners will explore a variety of situations they may encounter while providing care for patients to be prepared in an emergency or potentially stressful interaction.

Personal Protective Equipment & Hygiene

In this module, learners will demonstrate an understanding about personal protective equipment (PPE) and hygiene precautions to prevent healthcare-associated infections (HAIs).

Vital Signs, Nutrition & Medical Equipment

This course will cover vital signs, taking manual blood pressures, nutritional orders, intake/output, incentive spirometry, and patient care equipment utilized frequently in the hospital setting.



ADDITIONAL AVAILABLE COURSES

Medical Equipment Management

The Medical Equipment Management courses ensure that clinical and technical staff have the proper and proven training to avoid error and infection. It addresses potential high-risk equipment issues with EKG, imaging, pump safety equipment and more.

Courses available for the following topics: EKG, Imaging, Mammography, Surgical Sterile processing and more.



Target Learners

Clinical and Technical Staff



Co-development Partner(s)

Providence Health, Olympus, and more





Integrated Competency & Management Solution to improve clinician wellness and equip your workforce for the future



Skill checklists

Customizable digitized checklists*

Replaces the Binder



Role Assessments

Peer reviewed assessments for pre-hire, onboarding or career advancement

Personalizes Learning Journey



Focused Competency Reinforcement

<10 min learning identifies and remediates knowledge gaps

Respects Learners



Foundational Education

Patented, efficacy-tested courses for onboarding or high stakes initiatives

Improves Performance



Assessment Verification

Preceptor verification of competency achievement*

Ensures Competency

Assessments and Foundational Education available for:

- Preventing healthcare acquired conditions
- Organizational culture and effectiveness
- Regulatory compliance
- Workplace violence
- PCA and Nursing professional development
- And **more**

Analytics and Reporting Provides Visibility into Learner Knowledge | *Tracking powered by preferred partner to replace Binder/Smartsheets



ABOUT AMPLIFIRE

With over 4 billion learner interactions to date, the Amplifire training platform helps hospitals and health systems thrive by improving on-the-job performance of care team members and other employees. Patented algorithms detect and correct the knowledge gaps, doubts, and misconceptions that exist in the minds of all humans and hinders performance in every care setting.

Health systems have adopted Amplifire as a core operating asset that transforms training from a rote activity, where managers only hope for results, into a strategic tool that delivers a workforce aligned with evidence-based, best practices. Amplifire's collaboration with esteemed health systems – known as the Healthcare Alliance – has reduced infection rates by 79%, corrected dangerous misinformation, and shaved hours from EHR training time.

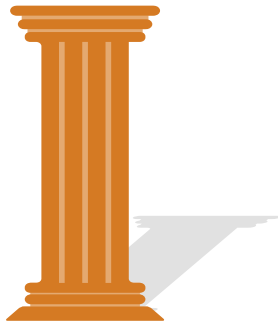
Course content has been co-developed across 10 libraries by co-development partners at renowned Health Systems across the country. Course content can be quickly deployed as is, or there are opportunities to develop new course content, supported by a dedicated content and design team.



FOUNDATIONS

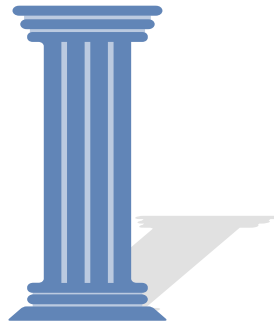
A learning platform built on four pillars

Brain Science



The Amplifire platform uses 23 cognitive and emotional triggers that boost learning and long-term memory. Combining over twenty years of research with nearly 3.5 billion learner interactions to date, the platform creates a learning experience like no other that rapidly moves people to knowledge mastery.

Adaptive Learning



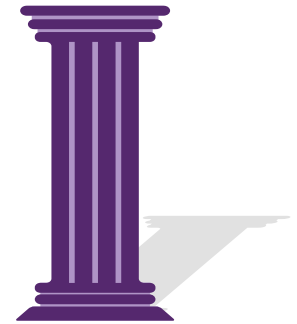
Amplifire is socratic, asking questions first to assess learners' knowledge and confidence. With this unique dataset, algorithms then create a personal path to mastery for each individual. For example, it may take one learner 15 minutes to travel a particular learning path and reach mastery. Another learner might take 23 minutes to master the topic along a completely different path.

Confidently Held Misinformation



Amplifire finds and fixes CHM — information a person believes is correct but is actually wrong. CHM is the precursor to mistakes because misplaced confidence drives the wrong behavior. In hundreds of Amplifire deployments, CHM is always present at between 18% and 42% of workforce knowledge. Eliminating CHM fixes mistakes before they happen.

Learner Insights



Dashboards provide a view into each learner's journey. You can see where learners are struggling and which instructors or modalities are most effective. For the first time, you now have tangible evidence that individuals have learned.

HEALTHCARE ALLIANCE MEMBERS

The Healthcare Alliance is a collaboration of world-renowned health systems. This expanding group shares a commitment to improve clinical quality and patient safety, reduce avoidable harm, and enhance caregiver wellness.

Healthcare alliance members co-develop courseware with Amplifire to reduce training time and costs, increase revenue and improve patient outcomes. Alliance members agree to assess the efficacy of the training as well as to share learner-level data (blinded and aggregated) to improve the algorithm and benefit all members of the Alliance.

Members are delivering unprecedented results around quality and safety, and rapid physician and nurse onboarding in this challenging time for the industry.

Members include, but are not limited to the following:



HEALTHCARE ALLIANCE PARTNERS

The Amplifire Healthcare Alliance is also honored to work closely with the following partners, all of whom provide content, services or technology that aids Alliance Members.



CLINICAL INNOVATION ADVISORY BOARD

We are guided in our efforts by our prestigious Clinical Innovation Advisory Board, led by Brent James, MD.

This group works to ensure that we are asking the right questions, attacking the right problems, and honestly and correctly evaluating the efficacy of our efforts.



Brent C. James, MD, MStat 

Clinical Professor at the Clinical Excellence Research Center, Stanford University School of Medicine. Chairman, Amplifire Innovation Advisory Board. [NY Times article](#)



Maureen Bisognano, MS 

National Academy of Medicine; President Emerita and Senior Fellow, Institute for Healthcare Improvement (IHI). [IHI Video](#)



Terry Fairbanks, MD, MS 

Professor of Emergency Medicine, Georgetown University Hospital; VP and Chief Quality and Safety Officer, MedStar Health. [Human Factors Video](#)



Lucy A. Savitz, Ph.D., MBA  **UPMC**

Professor of Health Policy and Management; Director, External Affairs, University of Pittsburgh Graduate School of Public Health; Senior Advisor, UPMC Health Plan and Center for High-Value Health Care [Pitt SPH](#)

LEARNING SCIENCE ADVISORY BOARD

We work with the top Human Learning Science labs in the United States to understand the neuro-mechanics of human learning so we can develop the most advanced evidence-based learning platform in the world.



Robert Bjork, PhD, is UCLA's former Chair of Psychology and past president of the Association of Psychological Science. He is a pioneer in the role of desirable difficulties and the counterintuitive nature of learning. His work, and that of his wife Elizabeth, is the basis for Malcolm Gladwell's *David and Goliath*. [Bjork Lab](#)



Dan Schacter, PhD, is Harvard's former Chair of Psychology. He has written eight books, including *The Seven Sins of Memory* and *Psychology* a university-level textbook, as well as 300 scientific articles. [Schacter Lab](#)



Chad Lane, PhD, is a professor at the University of Illinois interested in the foundational theories and practices of educational psychology, including the application of AI to learning and development. [At UofI](#)



Elizabeth Bjork, PhD, is the co-principal investigator of the Bjork Learning and Forgetting Laboratory. Her work has shown that forgetting is not the tendency of a limited system, but the consequence of an adaptive one. [Bjork Lab](#)



Rich Mayer, PhD, is UCSB's former Chair of the Department of Psychological & Brain Sciences. For fifteen years, Educational Psychology ranked him the "most productive educational psychologist in the world."



Robert Birnbaum, MD, PhD, is the Director of Continuing Professional Development at Mass General Brigham and the founding Executive Director of the Massachusetts General Hospital Academy.



Kathleen McDermott, PhD, is a Professor of Psychology at Washington University who investigates human memory encoding and retrieval and how they interact.



Roddy Roediger, PhD, is Washington University's former Chair of Psychology and Chair of the governing board of the Psychonomic Society. He is the co-author of *Make It Stick* and over 175 research papers.

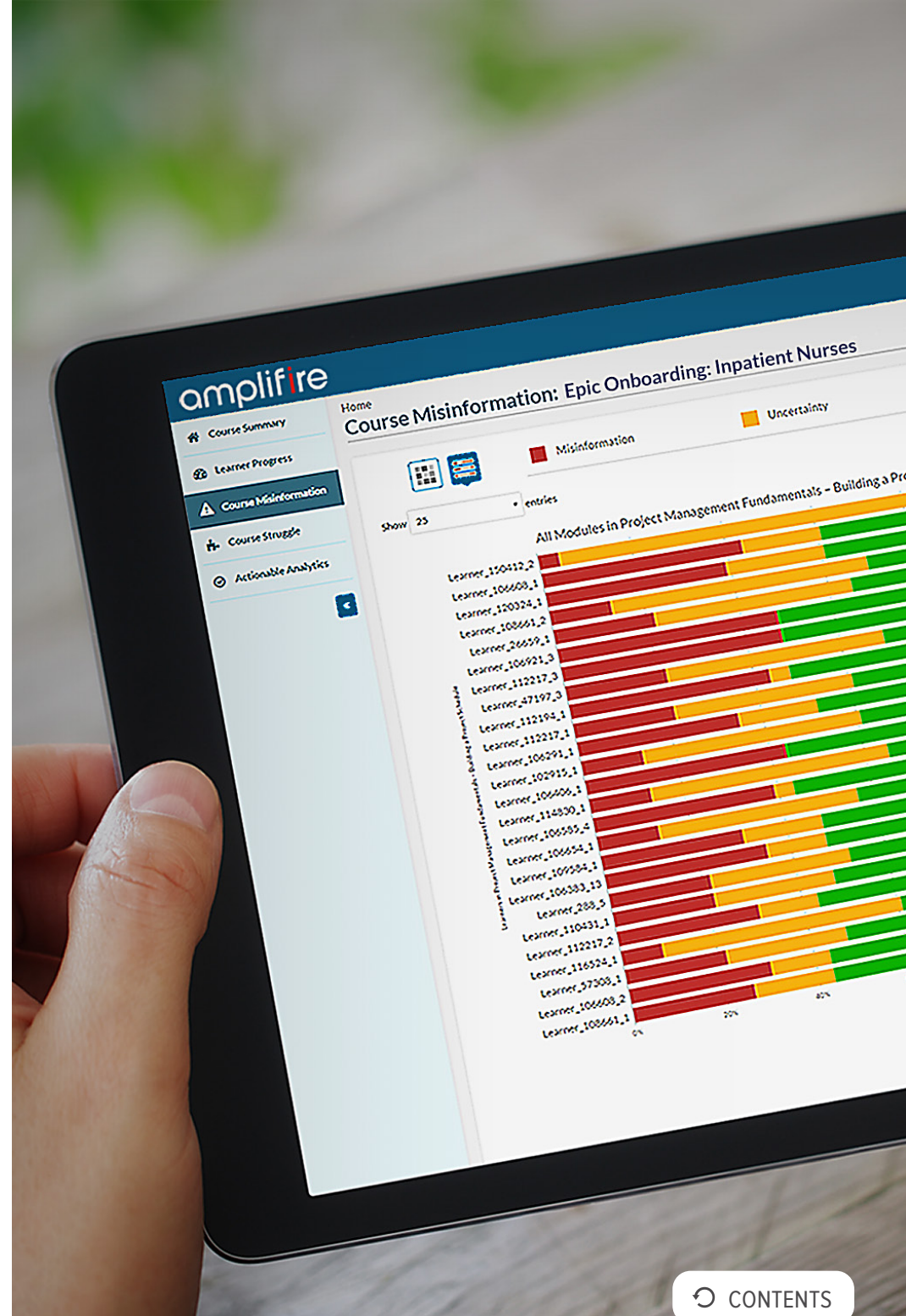


VALUE

- Personalized algorithm that eliminates knowledge gaps, uncertainty, and confidently held misinformation
- Improved clinical outcomes including reduced infection rates
- Reduced training time, giving back time for clinical care
- A better learner experience and increased staff retention
- AI-based virtual coach that nudges, praises, and refreshes knowledge for each individual learner
- Scalability with over 4 billion interactions to date
- Engages clinicians through cognitive triggers based in psychology and gaming theory



Scan to see a virtual demo





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**THANK YOU FOR
TRUSTING US WITH YOUR
LEARNING EXPERIENCE.**