

>> CBL Product Development

The vision of a medical education company was realized using Scio's integrated suite of services.

>> Business Challenge

RedActive has strong expertise in medical education and was awarded a contract to provide online educational services based on the concepts of Consequence-Based Learning (CBL). The application was designed to measure and score specific skills of medical students.

RedActive, acting as the project coordinator between the content development and the technical teams, chose **Scio** for product and technical planning, application development, implementation and the outcome evaluation needed to fulfill the project requirements.

The timeframe to deliver a completed application was limited by the need to develop and implement content for the educational program within a short contract timeframe. Budget, project coordination, and the online expertise to develop a solution that delivered the appropriate educational experience, were all strong issues that were considered when selecting **Scio**.

>> Solution

RedActive developed the educational concepts that embodied the CBL product, but required a product design team that could bring those concepts to life in a system for teaching medical students. RedActive trusted **Scio** to manage product development using elements of the Scio Idea Lab process and prototyping to quickly arrive at a set of product and technical requirements that would meet the needs of RedActive and its client. **Scio** developed a full technical architecture, product mockups, and promotional materials to allow RedActive to gain customer approval of the initial designs before development began.

Following design approval, the **Scio** Development Center developed, tested and delivered the application, making it ready for content to be entered. Because this product was developed as an online service with a specific implementation in mind, **Scio** was also asked to provide services for content implementation. This required knowledge and understanding of the educational process and the flow required for each content module to achieve the desired learning objectives. **Scio** provided this specialized implementation service and an evaluation process for the product's beta version, which was field tested in medical residency programs. **Scio** Support and Maintenance services also provided project coordination, user documentation, content development, outcomes evaluation and end-user support for the beta implementation.

EXECUTIVE SUMMARY



Customer Name
RedActive, Inc

Industry
Online Medical Education

>> Business Challenge

- An innovative medical education product is planned and the project coordinator needs a new technical team to replace one that hasn't performed
- Product and technical planning, application development and implementation are required to fulfill a contract with tight timeframes and budget
- Time to market, understanding of the business value and project management are critical

>> Solution

- Scio Idea Lab processes and prototyping helped to quickly bring together a set of product and technical requirements
- Scio Development Center provided product planning, development and testing of the new product
- Scio Support and Maintenance provided project coordination, content development, educational outcomes and end-user support

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Scio's nearshore business model enabled a critical level of coordination for this project and made the difference between success and failure in a project by working within tight budget, extended customer relationships and possessing a clear understanding of the required outcomes. It also allowed RedActive to focus on their customers and the educational components of the project, without worrying about the day-to-day management of product development and the implementation process.

RedActive has been recognized by leading medical associations for its Consequence-Based Learning system and the contribution it brings to medical education programs. RedActive's client has successfully completed its beta educational program and is now preparing for a wider and richer implementation using the CBL product.

>> Looking Forward

RedActive is now planning product enhancements and new implementations of the CBL product with **Scio's** Idea Lab, Development Center and Support services. The product is well on its way to becoming a standard for Internet-based educational services throughout the United States.

Based on the success of the medical education product, RedActive initiated a newproduct development process for an application in a different industry that was released in summer of 2006 with the expertise and support of **Scio**.

- RedActive found a partner to help them realize a series of innovative products that will continue to revolutionize the industries they are introduced into

For More Information

- Scio Idea Lab Product Services
- Scio Development Center
- Scio Support and Maintenance Services

**Scio Consulting
Head Office**

6580 Via del Oro
San Jose, CA 95119
Tel: 1-800-642-6134
Fax: 1-831-309-5803
E-mail: info@sciodev.com

**Scio Nearshore
Development Center**

Las Cañadas 501 Int. 230
Col. Tres Marías
58200 Morelia, Mich.,
Mexico