

Medication Adherence Customer Learning Experience

leveled | badged | persona-based



Learning Experience Program Blueprint

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Disclaimer

This document represents a portfolio sample. The original work was created for a healthcare organization; however, the company name and branding have been changed for confidentiality. Portions of proprietary or sensitive content have been redacted or omitted. All learning experience design strategy, structure, and deliverables included here remain authentic representations of my work.

Brightpath Health is a health-tech and value-based care (VBC) enablement company that partners with independent primary care practices to improve patient outcomes and financial sustainability. Combining data-driven technology, clinical expertise, and on-the-ground support, Brightpath equips practices to succeed in value-based care models while advancing its mission of Better Care, Stronger Practices, and Healthier Communities.

PROGRAM STRATEGY

Overview

Develop persona-based Medication Adherence learning pathways with digitally verifiable badges, aimed at enhancing medication adherence practices within primary care settings. This program creates targeted training for Medication Adherence Champions, non-prescribing staff, and clinicians, delivered through the Brightpath Learning Hub for an intuitive learner experience.

Statement of Benefit

The Medication Adherence Learning Pathways project is essential for driving success in the VBC model. With medication adherence being a triple-weighted measure in Medicare Advantage Quality STARS, it's critical for practices to excel in this area to earn shared savings. Poor adherence leads to nearly 125,000 patient deaths annually and significantly increases hospital admissions and healthcare costs for society.

This innovative pilot learning program will deliver structured, personalized training tailored to practice staff roles, leading to better patient medication adherence and improved practice performance. We aim to replicate this effective learning strategy for other Brightpath VBC initiatives, fostering continuous practice improvement and exceptional patient care.

Measurable Outcomes

The design process for this pilot began by defining the desired outcomes. Performance and learning metrics were identified early to validate the need for a program, set clear targets, and guide alignment between organizational goals and learner achievement.

<i>Performance Improvement Metrics</i>	<i>Learning Metrics</i>
<ul style="list-style-type: none">● % of medication adherence alerts addressed/resolved in Pathfinder● % of practices on track towards our medication adherence performance goals as indicated by Pharmacy scorecard data	<ul style="list-style-type: none">● % of practices with a staff member considered "trained" (Coordinator badge earned)● % of practices earning the full Champion super badge (completion of entire Care Team series)● % of practices with a prescriber completing the companion course (Optimizer badge)

NEEDS ANALYSIS

Learner Personas

Care Teams, including the Medication Adherence Champion

This persona includes the dedicated Medication Adherence Champion and other non-prescribing staff who support adherence efforts within the practice. Non-prescribing staff includes a range of roles such as nurses, medical assistants, practice managers, and front desk staff, all of whom contribute to patient engagement and the implementation of adherence workflows.

Prescribers

This persona includes all staff licensed to prescribe medication—Physicians, Nurse Practitioners, Physician Assistants, and Pharmacists. In their role, they oversee patient care and clinical decision-making, making their alignment with the care team on medication adherence workflows and best practices crucial to success..

Learner Gap Analysis

<i>Identified gaps between the learner and their desired outcome</i>	<i>Care Team/Champion</i>	<i>Prescriber</i>
Knowledge: Do learners lack the proper information to complete a task?	Gaps in comprehensive understanding of best practices for VBC med adherence and how to operationalize them	Aware of med adherence importance, but gaps in familiarity with Care Team workflows and/or VBC-aligned prescribing strategies
Skill: Do learners have the information but struggle to translate that knowledge into action?	May struggle to implement adherence workflows, utilize EHR tools effectively, and coordinate across roles	Can prescribe effectively but may not proactively incorporate VBC adherence strategies (e.g., ensuring a 1-year supply, using generics systematically)
Confidence: Are they able to demonstrate or apply the skill, but do they hesitate or refuse to apply it?	Hesitate to take initiative in workflow changes or advocate for adherence improvements within their practice	Comfortable with clinical decision-making but may not feel confident reinforcing adherence best practices or delegating effectively to Care Teams
Motivation: Are they able to demonstrate or apply the skill confidently but just don't want to do it?	May view medication adherence tasks as extra work rather than a VBC priority tied to patient outcomes and better efficiency	May not perceive adherence efforts as part of their core role (defaulting to reactive prescribing vs. proactive collaboration)
Access: Do they have all of the above but lack the proper tools or resources to complete a task?	Need better integration of adherence tools/resources into daily workflows (EHR alerts, SMS reminders, etc.)	Have prescribing authority but may lack seamless access to adherence- enhancing tools (e.g., EHR defaults, RTBT, clear LIS/PAP workflows)

Learning Environment

Users access training asynchronously through the *Brightpath Learning Hub* (LMS), with on-demand availability for flexibility. Content is structured into leveled pathways, creating a personalized experience and ease of navigation. The platform supports multiple modalities, including interactive activities, multimedia, videos, and job aids, while supplemental resources such as templates and checklists reinforce understanding and real-world application.

Content Analysis

Note: For confidentiality, internal documents, data, and detailed outputs have been removed from this section. The summary below reflects the strategic rigor I apply to program design—grounding learning experiences in evidence-based practice, aligning with organizational priorities, and validating content through SME and stakeholder input.

The pilot learning pathways in this program were developed through extensive cross-functional analysis, grounded in Brightpath Health's organization-wide Medication Adherence Driver Diagram. This framework identified the core drivers of adherence and translated them into actionable practice strategies.

A full audit of existing resources in the Brightpath Learning Hub was also conducted. Each item was evaluated for whether it could be sourced directly, repurposed, redesigned/updated, or archived, ensuring the program built on existing strengths while eliminating redundancy and focusing effort where it would have the greatest impact.

In parallel, I worked with initiative stakeholders, clinical experts, and pharmacy SMEs to review workflows, map desired outcomes, and align learning objectives with program goals. Additional tools such as skills analyses, content reviews, and learner journey maps were developed to identify role-specific gaps and prioritize high-value content.

Phase Deliverable

The findings from the needs analysis phase were consolidated into a formal learning experience recommendation, which was presented to key stakeholders for alignment, feedback, and approval. These insights then shaped both the design and delivery of the program, directly informing the learning solution described in the next section.

LEARNING SOLUTION

The comprehensive learning program developed for Brightpath is a badged and CME-accredited ([AAFP](#)) learning experience designed to build role-based competencies in medication adherence within value-based care. By structuring the program as persona-based pathways, learners' time is honored by providing only the training relevant to their role while fostering a coordinated, team-based approach across the practice. This alignment strengthens patient outcomes and supports shared savings success.

Delivered through the Brightpath Learning Hub, the program combines flexible eLearning with practical application and recognition through [Credly digital badges](#), validating learner gains in both knowledge and demonstrable skills.

Learning Experience Pathways

Medication Adherence for Care Teams				
Badge	Coordinator	Strategist	Leader	Champion
Level	Foundational	Intermediate	Advanced	Super
Desc.	This training builds a cohesive, team-based approach to medication adherence in VBC through 8 micro- courses. Learners develop skills to implement effective workflows, leverage technology, and collaborate across the practice. By completion, participants are equipped to coordinate adherence efforts that improve patient outcomes and streamline operations.	This training extends basic skills to prepare learners to take a more strategic approach to med adherence through 7 micro-courses. It focuses on optimizing workflows with data, refining refill protocols, leveraging EHR tools, and addressing patient barriers effectively. By completion, participants are equipped to drive sustainable improvements that enhance patient care and practice performance.	This training prepares learners to lead practice-wide adherence initiatives by setting performance goals, integrating advanced technology, and addressing patient barriers through community partnerships. Through completion of 5 micro-courses, participants are equipped to implement innovative solutions and elevate overall practice performance.	Awarded to individuals who successfully earn all badges in the collection. Champions demonstrate comprehensive expertise in driving medication adherence initiatives, optimizing patient outcomes, and elevating practice performance in a VBC environment.
Medication Adherence for Prescribers				
Badge	Optimizer			
Level	Intermediate			
Desc.	This CME-accredited badge complements the Care Team series by equipping prescribers with strategies to reinforce adherence in VBC. It focuses on high-impact clinical actions such as medication reconciliation, generic prescribing, real-time benefit tool use, and collaborative care. By completion, participants are prepared to optimize adherence within their practice.			

Instructional Strategies

- **Competency-based learning:** Focus on equipping learners with the knowledge and skills needed to improve medication adherence practices; learners will understand the importance (the "why") and practical application (the "how") of key concepts
- **Blended modalities:** Integration of multiple formats, including eLearning, microlearning, interactive multimedia content, and video, to address different learner needs and sustain engagement
- **Micro-course design:** Delivery of short, actionable segments (<15 min courses) to accommodate busy practice workflows, support learner focus, and improve knowledge retention
- **Practical application:** Emphasis on actionable learning through scenario-based activities and supporting resources like patient outreach scripts and workflow development templates

Together as a learning program, these pathways establish a scalable model for role-based learning that aligns practice performance with organizational goals, creating a framework that can be replicated for future initiatives.

ACCESSIBILITY & INCLUSION

Accessibility and inclusion best practices were embedded into the design and development process to ensure equitable access for all learners, regardless of role, background, or ability. The program followed WCAG 2.1 AA guidelines and reflected Brightpath's commitment to creating learning that is both usable and meaningful in diverse practice environments:

- **WCAG Compliance:** Courses designed with sufficient color contrast, alt text for images, logical heading/subheading order, and keyboard navigation
- **Flexible Formats:** Multimedia content paired with transcripts, captions, and downloadable job aids to accommodate different learning needs and preferences
- **Inclusive Design:** Plain-language writing, culturally neutral imagery, and examples drawn from varied care settings ensured broad relevance
- **SME Equity Review:** Each pathway was reviewed by the internal Health Equity team to ensure content responsibly addressed social drivers of health (SDOH) and reflected inclusive practices
- **User Testing:** Beta testing with a sample of practice users provided feedback on accessibility and usability, leading to refinements prior to launch

These strategies not only removed barriers to participation but also enhanced engagement and retention by creating a learning environment where all team members could succeed.

ASSESSMENT & IMPACT

Learning Outcomes Assessment

The assessments designed for this project measured competency, reinforced learning, and generated actionable feedback for continuous improvement. A blend of formative, summative, and survey-based methods captured both learner progress and overall program impact.

Formative Assessments

- Interactive knowledge checks and embedded scenario activities provided immediate feedback
- Practical application tasks (e.g., workflow mapping, protocol development) reinforced application skills in a low-stakes environment

Baseline & Growth Assessments

- Pre-assessments established learners' baseline knowledge; post-assessments measured growth against the baseline, requiring successful demonstration of applied skills
- Final assessments contained scenario-based multiple-choice questions, with items randomly pulled from a larger bank categorically to ensure proportional coverage of all learning objectives
- Learners had two attempts to pass, balancing rigor with fairness; passing scores awarded learners the digital badge (and CME credits, when applicable), verifying demonstrated competency

Surveys & Feedback Mechanisms

- Pre- and post-surveys benchmarked perceived knowledge and confidence, then measured growth and perceptions of relevance and usability, aligned to Kirkpatrick Levels 1–2
- Monday.com form at each course endpoint allowed learners to report technical issues or content discrepancies in real time, enabling rapid support and continuous program improvement

Impact Results

Within six months post-launch, this learning program demonstrated strong adoption and satisfaction:

- 592 Credly badges earned, verifying competency across Care Team and Prescriber pathways
- 87 NPS (Net Promoter Score), reflecting high learner satisfaction and likelihood to recommend
- 98% reported increased confidence in applying medication adherence strategies in their practice

Learning outcome results continue to be monitored through ongoing survey data, assessment results, and learner feedback. Insights from this monitoring process are used to refine content, improve user experience, and inform the design of future role-based learning initiatives.

Performance Goals Evaluation

Collaboration is ongoing with internal Pharmacy and Impact Analysis teams to evaluate the correlation between practices completing the Medication Adherence learning pathways and performance in value-based care. Early indicators point to a strong positive relationship, though a full outcomes report will not be available until one complete calendar year of performance data has been collected.

DEVELOPMENT TOOLS

Creation of the learning pathways was supported by a streamlined ecosystem of tools that enabled rapid design, efficient collaboration, and high-quality multimedia production. This development environment facilitated iterative prototyping and SME feedback cycles, ensuring content was both rigorous and responsive to stakeholder and learner needs:

- **Google Workspace:** Drafting and real-time collaboration with SMEs and stakeholders
- **Miro:** Brainstorming, journey mapping, and visual alignment of learning flows
- **Adobe Creative Cloud:** Designing graphics and branding program assets
- **Camtasia:** Producing and editing video and screen capture for eLearning modules
- **Descript:** Editing audio and generating AI voiceovers to streamline narration
- **Articulate Rise 360:** Authoring responsive, interactive eLearning courses
- **Thought Industries (LMS):** Hosting and delivering content, building assessments and surveys, and providing integrated tracking and reporting

PROJECT MANAGEMENT

End-to-end development of the Medication Adherence Learning Program followed an adapted ADDIE model tailored to the project and organization. This modified approach emphasized agility and continuous SME/stakeholder alignment. The full project spanned roughly 10 months from initiation to launch.

Project Phases

- **Initiation & Planning:** Established scope, aligned stakeholders, confirmed SME availability, and created project trackers/templates
 - **Key milestone/deliverable:** Project kickoff meeting with all stakeholders/SMEs
- **Analysis:** Conducted needs and content analysis, resource audit, and persona alignment to ensure role-based pathways addressed the most critical gaps
 - **Key milestone/deliverable:** Learning Experience Proposal delivered to stakeholders for feedback and sign-off
- **Design:** Drafted content outlines and courses, assessments, and surveys; mapped microlearning and credentialing requirements; and collaborated on delivery strategy
- **Development:** Built eLearning in Rise 360, developed multimedia assets, integrated assessments/surveys in the LMS, and conducted equity and accessibility reviews
 - **Key milestone/deliverable:** Full Rise 360 review of v1.0 with key stakeholders
- **Implementation:** Collaboratively configured content in Thought Industries, finalized badge integrations, completed CME accreditation setup, and conducted final QA to prepare for launch
 - **Key milestone/deliverable:** Official launch of the Medication Adherence Pathways program
- **Evaluation & Iteration:** Ongoing monitoring of learner performance and feedback, quarterly data reviews with stakeholders, and continuous iteration to refine both content and delivery
 - **Key milestone/deliverable:** Quarterly post-launch review cycles established with stakeholders for performance analysis

This structured yet flexible model ensured that each phase culminated in clear milestones, keeping a complex, multi-SME project on track while maintaining responsiveness to evolving needs.

Resource Planning Metrics

Key project management metrics reflect the scale and complexity of this initiative and illustrate how resources were mobilized to deliver a high-impact program:

- **SMEs Consulted:** ~20 across pharmacy, clinical, and practice transformation domains
- **Resources Integrated or Developed:** ~72 internal and external tools, guides, and templates
- **Content Produced:** ~65,000 words written across Care Team and Prescriber pathways
- **Assessment Items:** ~95 scenario-based questions created and validated for badging

Quality Assurance

Multiple layers of review and validation ensured quality and consistency:

- **SME & Stakeholder Reviews:** Iterative feedback cycles and sign-off during analysis, drafting, and development
- **Branding & Style Compliance:** All course materials and digital assets were developed in alignment with Brightpath's branding and visual style guidelines, ensuring a consistent, professional learner experience across modules, assessments, and supporting resources.
- **Alpha Testing:** Internal Learning Team members stress-tested pathways to identify navigation issues, content gaps, and technical flaws prior to external review
- **Beta Testing:** Conducted with internal field team staff and practice users, refining pathways before national launch to practices
- **Equity Review:** Dedicated review of each pathway by the Health Equity team to ensure inclusive practices and responsible integration of social drivers of health (SDOH)
- **Continuous Improvement:** Post-launch surveys, feedback forms, and technical issue reports informed ongoing refinements, ensuring the program remains responsive to learner and organizational needs.

CONCLUSION

This learning program not only delivered measurable improvements in learner confidence and competency but also established a replicable framework for future initiatives. By combining rigorous analysis, persona-based design, and agile project management, I ensured the program was impactful, scalable, and aligned to organizational goals. This blueprint reflects my approach to creating learning experiences that are strategic, evidence-based, and results-driven.