

Standard Operating Procedures and Training Materials *Medical Device Manufacturer Company*

Challenge

The Safety Director at a major medical device manufacturer received a phone call from a salesperson with a disturbing question. The salesperson was at a customer's office and a woman asked if she could take her oxygen tank into the MRI room. The salesperson did not know how to answer the question even though all company salespeople had received a job aid outlining the Do's and Don'ts of MRI safety and attended a one-hour online course explaining MRI safety. The Safety Director worried because this was not an isolated incident. Similar issues around MRI safety had been happening with more frequency in the company. This was a potential employee error with a deadly result.

The Safety Director wanted a course as quickly as possible that was memorable, better emphasized the importance of MRI safety, and illustrated the impact of not following proper MRI safety procedures. He stated, "I want a course that will scare them."

Solution

Radcom recommended creating a scenario-based, online course to relate the safety procedures to situations the salespeople may encounter and the dangers of not following the procedures. After reviewing the existing materials, Radcom determined that much of the existing material could be repurposed to reduce costs for the client.

Radcom edited the existing course, used the information from the job aid for best practices, and created scenarios with visual representations of the implications when proper safety procedures are not followed. The course included how objects, such as oxygen tanks, fly into the center of the MRI, potentially impacting, piercing, or crushing people inside. Radcom then researched and included real-life news articles in the course.

To ensure that the learning goal was achieved, an assessment was included at the end of the course to test the application of the knowledge.

The course was successfully completed and rolled out to the salespeople within a month. The scenarios, real-life stories, and assessment helped the salespeople understand the importance of MRI safety and helped mitigate the risk for dangerous employee errors.