Transforming Traditional Engineers Into Digital Healthcare Consultants

How UNext Deployed A Techno-Functional Career Path Program For A Global Data & AI Giant

Unext

Overview

The responsibility to deliver seamless healthcare services is shared by every stakeholder in the spectrum – healthcare experts, hospital establishments, and tech professionals.

Since the Covid-19 pandemic, the healthcare space has been digitally transforming its capabilities to aid in better diagnosis, treatment, and prognosis of patients. This development has led to the rise of digital healthcare services such as mHealth, where technology plays a pivotal role as an enabler of service delivery.

One global data & AI leader aimed at extending its services in healthcare and arrive as a pioneering IT/ITeS enterprise to complement its healthcare practices. To achieve this vision, it wanted to upskill its workforce and transform its talent pool of traditional engineers into digital healthcare consultants.

This case study is a definitive study of how conventions were rewritten and how the enterprise made select teams of professionals both future and digital healthcare ready.

The Problem Statement

The vision to be the tech enabler in the digital healthcare spectrum was clear for our partnering enterprise. With this goal, it wanted to foster technological proficiency in digital healthcare in its veteran workforce. This initiative was part of its larger brand strategy to nurture digital capabilities across key segments it identified through an introspective study.

With data-driven insights, the brand finalized four mega trends in emerging technologies it would nurture competencies in its workforce:

Digital Healthcare	**Mobility**
Industry 4.0	**Sustainability**

As a kickstarter program, the enterprise wanted **UNext** to conceptualize a bespoke learning intervention for its digital healthcare focus area.

Learner Profile

Senior and veteran professionals associated with the organization for over 15 years.

Their expertise lay in traditional systems and workflows from across aerospace, electric and electronics, healthcare, and similar sectors.

Implementing The Digital Healthcare 101 Program

Since, the larger picture of the organizational goal was clear, the responsibility was on UNext to develop and deploy a unique crossroads program. This meant that learners would undergo training across all modules in the identified Megatrends and ultimately choose a specialization module based on their interests and expertise.

This further increased the complexity in terms of curriculum development and delivery pedagogy. To streamline learning, we classified the Digital Healthcare program into three categories:
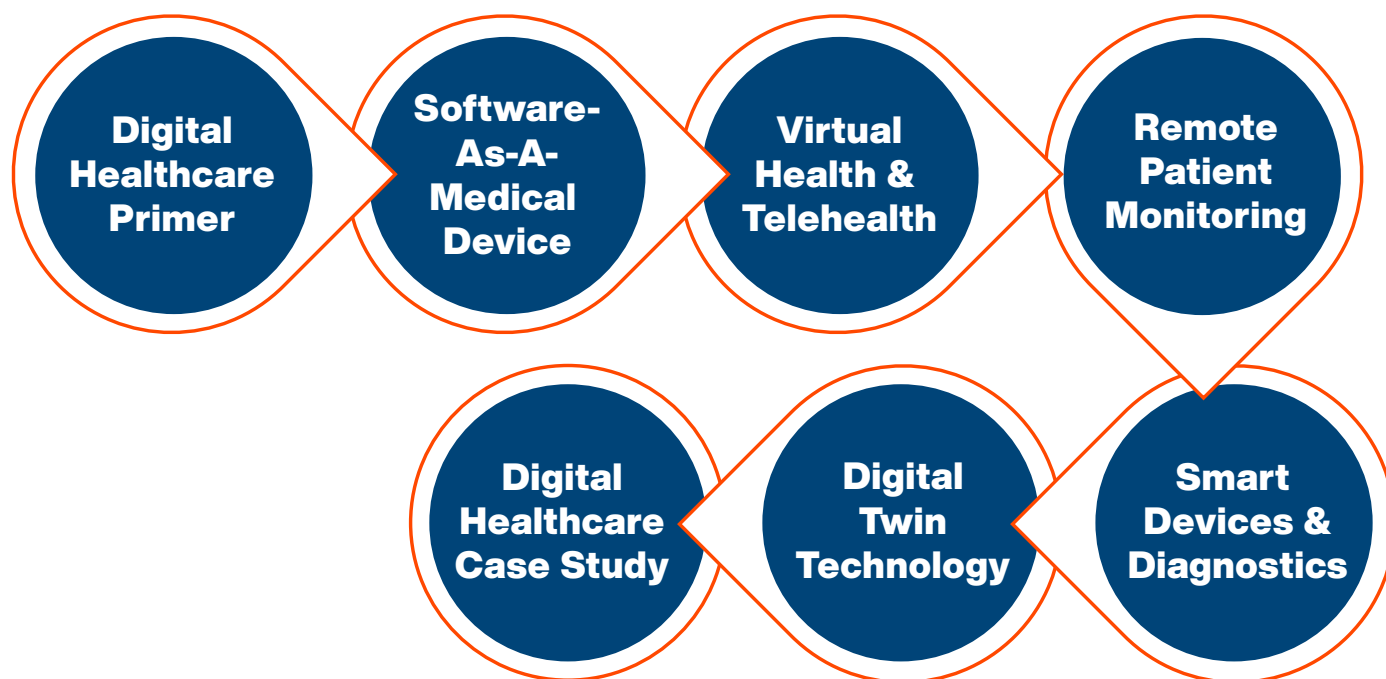
Domain primer session

Technology themed sessions

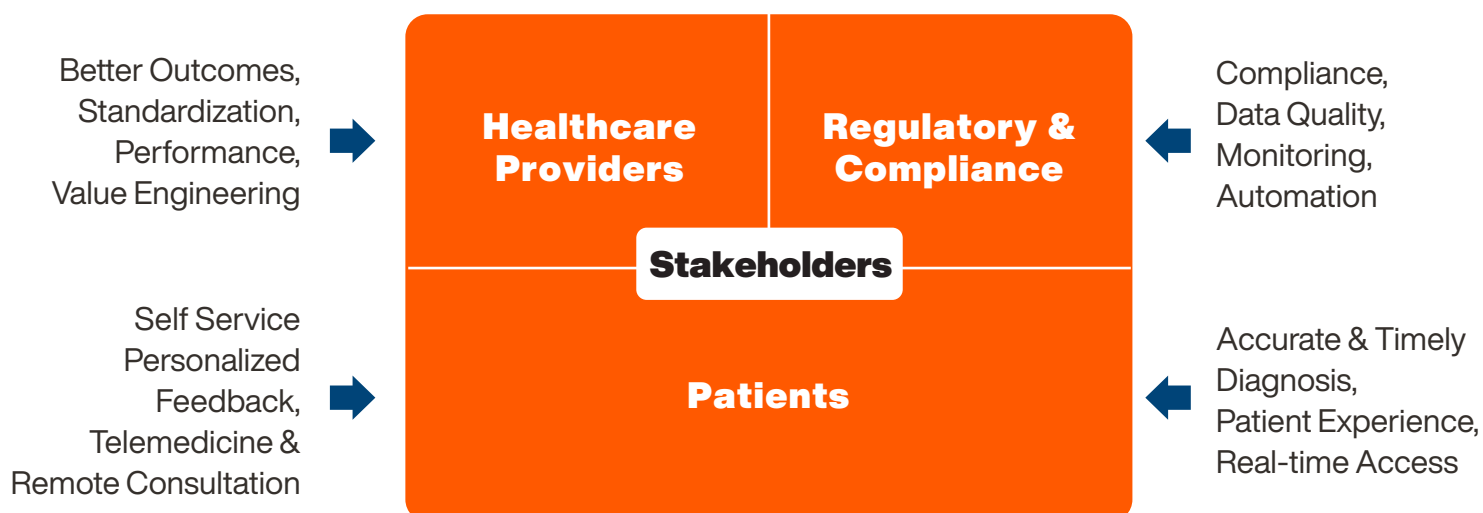And case study-based competency showcasing modules

Digital Healthcare - Learning Experience

Digital Healthcare Primer → **Software-As-A-Medical Device** → **Virtual Health & Telehealth** → **Remote Patient Monitoring** → **Smart Devices & Diagnostics** → **Digital Twin Technology** → **Digital Healthcare Case Study**

While being an extensively SME-led program, we also incorporated self-paced learning and experiential learning components in the form of assessments and case studies. For a domain as sensitive as healthcare, we had to ensure that the academic approach involved the understanding of intricacies of operations across the healthcare spectrum.

This includes the understanding of roles and responsibilities of healthcare providers, regulatory and compliance bodies, and patients. So, further modules were integrated to foster this understanding.

Stakeholders

Better Outcomes, Standardization, Performance, Value Engineering → **Healthcare Providers**

Regulatory & Compliance ← Compliance, Data Quality, Monitoring, Automation

Stakeholders

Self Service Personalized Feedback, Telemedicine & Remote Consultation → **Patients**

Patients ← Accurate & Timely Diagnosis, Patient Experience, Real-time Access

Healthcare-specific Modules

This bifurcation arrived as a clear roadmap for us to strategize the micro-modules. Based on this, we covered technologies and concepts such as:

mHealth and telemedicine

Electronic health records and healthcare analytics

Digital health and wearable tech

Emerging technologies such as AI, ML, and cybersecurity in healthcare

Medical imaging technology

Health parameters and more

The UNext Advantage

The next challenge in the program development was to bring in the relevant industry expertise. Considering the participating workforce comprised veterans with a mix of functional and technical capabilities, the right SME with a blend of both had to be deployed for this engagement.

Given this, the primer and theme sessions were expected to balance engaging delivery with simplicity, without trivializing any of the critical aspects of patient welfare. Our years of expertise in delivering impactful programs helped us find the right balance and deploy an enriching program for a workforce well-versed in conventional methodologies.

The Result

The program was a resounding success as learners showed incredible curiosity and interest in picking up new concepts and competencies. This newly-gained knowledge translated into actionable wisdom evident from the capability demonstration module towards the program's end.

Having observed the growth of their associates, the enterprise announced us as their official talent transformation partner, further vesting the opportunity to implement programs on other Megatrends identified.

This reassuring move further strengthened our belief and aspirations to implement truly impactful programs that align with business goals and outcomes.

About UNext

UNext (Part of Manipal Education and Medical Group) prioritizes 360-degree talent transformation through upskilling. We offer industry-relevant programs that help enterprises transform their talent through customized learning solutions across hierarchies. We have partnered with clients across IT-ITeS / BFSI / Automobiles / Healthcare / Manufacturing / Consulting / Retail / Pharma & more segments in training tech and non-tech audiences across various customized programs.

15+ years
of providing learning solutions

500+
Large Enterprises

5,00,000+
Learners Transformed Globally

40,000+
Pre-joining programs

60,000+
Learners trained through
Role-based programs

Transform
Your Workforce With Us

By tailoring programs for diverse domains and market segments across distinct functional roles, we offer the most practical and relevant workforce transformation programs in the market. Our program ecosystems are designed to seamlessly tackle massive volumes of simultaneous cohorts so you can precisely implement your workforce transformation goals.

To deploy a similar program in your enterprise and nurture future-ready professionals,

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