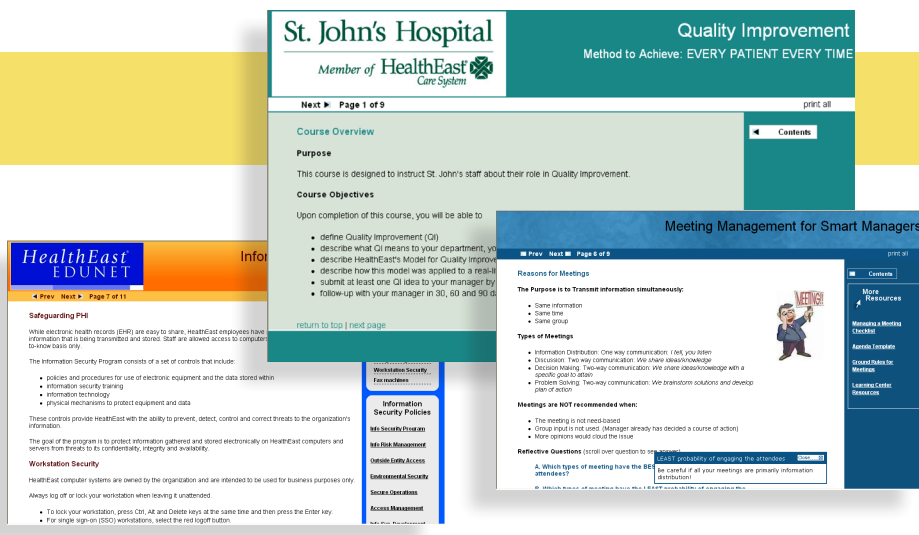


HealthEast Care System St. Paul, MN

After several bad experiences with other software programs, HealthEast Care System initially said no to using anything other than PowerPoint™ to create the 1,500 courses it needed. According to Jeanne Siedow of HealthEast, “I was not an easy sell on this one, but a Web conference call changed my tune immensely.” During that call, a SoftChalk course was developed right in front of Siedow’s eyes. The course, which included colorful interactive content, pictures and games, was loaded and ready to use in 15 minutes.

Amazed by the speed at which creative courses could be developed, Siedow was intrigued. However, because the company had been burned before by great-sounding software, they decided to research SoftChalk further and check out some of the education materials it had developed for other clients. After that search, the company was sold on SoftChalk and purchased it in June 2009.

As with most industries, time is a scarce commodity in healthcare, so the company wanted a product that produced professional-looking content in minutes versus days. Siedow noted that SoftChalk makes content creation as



easy as “child’s play, allowing us to create fantastic-looking courses that go beyond anything we’ve been able to create in the past. SoftChalk has made me a much more effective educator.” In addition, SoftChalk has allowed HealthEast’s employees to complete the mandatory training in less than the standard two-hour timeframe.

With more than 7,400 employees—ranging from cooks, housekeepers, nurses, office workers, and physicians to the CEO—HealthEast insisted on a product that its employees would also find easy to use. Previous HealthEast PowerPoint™ courses sometimes ran 80 pages in length. With SoftChalk, the company was able to condense the content down to as few as 20 pages without sacrificing any impor-

tant information. In addition, because SoftChalk operates much like a web page, the company’s users found it easier to navigate. User comments to date have been outstanding. Said Siedow, “I have received tremendous feedback on the SoftChalk courses. It’s just amazing. The employees think I’ve created some kind of miracle!”

HealthEast is equally pleased with the customer service provided by SoftChalk, noting that the SoftChalk team goes “above and beyond” what is required to ensure that they are satisfied. The company also points out the value of the user guide, which walks the user through the software step by step, including the activities. The software, said Siedow, is “really straightforward. They have thought of everything an educator needs to be able to quickly use it.”



“I have received tremendous feedback on the SoftChalk courses. It’s just amazing. The employees think I’ve created some kind of miracle!”

Jeanne Siedow
HealthEast Care System

Since implementing the software, HealthEast is able to work more efficiently and calls SoftChalk the “best program ever.”

Contact our sales team today!
sales@softchalk.com
(877) 638-2425, ext. 1

Texas Workforce Commission

Austin, TX

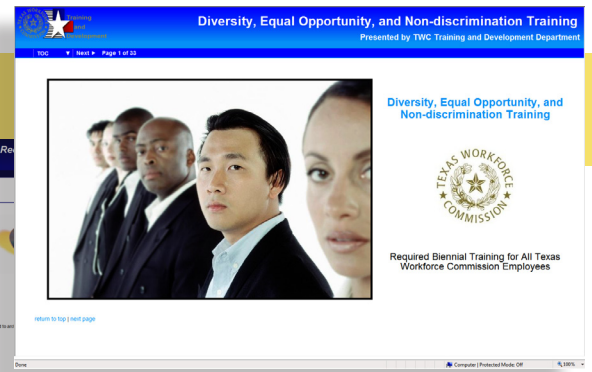
As a state agency, the Texas Workforce Commission must ensure its 3,000+ employees and contractors comply with 508 accessibility requirements. With people and offices spread across 28 regions of the state, the Commission needed a user-friendly solution, especially for those locations without access to the intranet system that houses their online training. They used PowerPoint™ in the past to develop coursework, however, it was not interactive and took valuable time to develop, especially if the courses included a large number of images.

On the hunt for more accommodating software, the Commission discovered SoftChalk at a learning conference and found that it met their most important criteria:

- 1. Flexible.** SoftChalk allows for tremendous creativity and innovation, even for users with little or no HTML experience.
- 2. Budget-friendly.** The Commission was able to buy SoftChalk licenses at a significantly lower cost than their previous software solutions.
- 3. User-friendly.** From both the developers' and the students' perspectives, SoftChalk is easy to learn and use.

An added bonus is the positive feedback the Commission has received from its employee users compared to the previous software. In fact, prior to switching to SoftChalk, the Commission received a wide range of calls about technical issues; since the conversion, those numbers have dropped significantly. The Commission is also pleased with SoftChalk's customer service, which it says responds quickly and completely to questions that arise.

In addition, SoftChalk provided a solution to the Commission's varied locations and operating platforms with its CD packaging option which provides the same components as its online training modules in the convenient format of a CD. Because SoftChalk works seamlessly with both Windows and Macintosh operating systems, Hill noted that, "It's just a matter of loading the CD and people can begin working immediately." SoftChalk also integrated perfectly with the SCORM-based



National Workforce Institute Learning Management System used by some of the Commission's larger offices.

The Commission credits SoftChalk with bringing them the right solution at the right price and continues to recommend SoftChalk to others. According to Hill, "I've recommended it as a user-friendly, creative program that has benefited us in a number of ways, especially in terms of budget. And when you're dealing with state agencies, budget is a very big deal."

Download a FREE 30-day trial...

and see for yourself how SoftChalk can increase efficiencies, reduce costs, improve workforce skills and provide your company with a competitive edge.

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SoftChalk LLC is a leading provider of e-learning software for educational institutions worldwide. Specializing in the development of products that are intuitive and easy-to-use, SoftChalk products allow instructors to create powerful, sophisticated and professional-looking content for e-learning classrooms in K-12, higher education, and corporate training markets.



"Unlike our old software, which required a week's worth of training, SoftChalk is incredibly easy. The first day I downloaded the demo off the Internet I was developing my courses. It's as simple as using Word™ or PowerPoint™."

Houston Hill
 Texas Workforce Commission
 Austin, TX