

INNOVATE

TO RIDE THROUGH

the toughest Enterprise Learning Challenges

CHALLENGE STATEMENT #06

1. Challenge Owner Index and Pseudonym

#06 – SOA

2. Challenge Statement

We are seeking a learning solution that is able to integrate differentiated-learning deliverables based on skills level and learner's preference with learning outcomes that can be demonstrated and traced in the diagnosis, treatment, education of eye care in Singapore.

3. About the Challenge Owner Organisation

We are the accredited Continuing Professional Education (CPE) provider for both the Opticians and the Optometrists professionals. We are the only optometrist association in Singapore and we exist to:

- maintain, promote and protect the visual welfare of the people of Singapore.
- support, uphold and protect the character and status and advance the interest of the profession of Optometry.

4. Define the Challenge

With the fast-changing technology and global research existence in the optical industry, we hope to make available the latest learning to the Eye Care Practitioners (ECPs) community as quickly as possible, for example, when there are new techniques or treatment plan in managing Myopia or any eye conditions. We hope the solution would be able to allow our eye partners such as Zeiss, Essilor to share relevant content to form a library of information.

We have no way to quantify the learning being applied at our respective practice, especially with the newly developed research findings, eye treatment and prescription of eye wear. We hope the solution could incorporate the Optometry Skill Framework that guides the tasks and competency needed. We want to formulate ways that ECP could take ownership of their development and growth and we want a platform that makes it easy for them to carry this out. We believe our ECP comes into this trade because they want to know more of this trade and have some passion towards this sector.

Many are used to the webinars that have been conducted over the past year, and the advantage is that it is borderless, that is, we can access to many top quality, world-class from around the region. With our strong relationship with the WCO (World Council of Optometry), APOC (Asian Pacific Optometric Congress), AOC (Asian Optometric Congress) which SOA is all members of, if the ECPs missed the content, because of time zone difference and work commitments, we lose out on these great lectures which are available. We hope that ECPs can take responsibility of our own learning, plan a learning map and access these webinars on-demand. Yet we do not want them to do silo learning, we hope to give them a space where they can apply their learnings at the workplace, able to

journal/reflect on their learning may it be with their colleagues or even their customers and publish their findings for feedback. And all these actions should be easy and seamless to execute as though it is part of their work life.

Apart from clinical skills (which are CPE points-awarding), there are also other core/soft skills (non CPE points-awarding) needed in performing the roles of an ECP. Such contents that can be found on YouTube, blogs or Instagram can also be selected as a form of learning who find it useful and share with others to help in the learning and contributing to the industry outcome. We hope to inject sharing of knowledge through self-learning and discovery among learners themselves. The Optometry Skills Framework would stipulate all the core skills which are needed to carry out in our work with high competencies.

5. Requirements

Innovation (5Cs) -> Applying Malcom's Knowles' 4 principles of Andragogy. We are hoping to use innovation of methods, IOT and technology enablers to integrate our needs onto 1 platform to become a solution to be used by all ECP in Singapore.

a. Control my learning journey/mapping

ECPs need to be involved in planning and evaluating their learning journey/mapping so as to have ownership of their learning – having a mechanism that is aligned to the Skills Framework. We can craft existing template, have learners to design their learning map and inject the use of Artificial Intelligence to study the plan and suggest on-demand courses and based on sentiments in the feedback from the ECP's reflection or the customers' feedback, the platform can feedback on the learning map and allow them to choose or adjust which may be relevant to the adult learners.

b. Create and Utilise own tools

Knowledge learnt and contents consumed can be saved on-the-go and accessed easily to solve problems when they arise at work. Immediately, learning becomes real when they can be applied. The solution must be mobile centric that can allow capturing and retrieving of learning like it is part of a tool for the ECP at work. This can act as a depository of learnings from online to offline for learners to access the different type of chosen training and make it available in their calendar to become part of their work activities.

c. Contribute learnings to community

To allow ECPs to journal learnings and share to the rests of ECPS; obtaining feedback from clients and be able to immediately reflect on learnings and even share prior experiences with other ECPs in a safe environment digitally since social media is so popular with our young ECPs.

d. Certify and gamify to boost learning so as to motivate our ECP and allow them to have an easy manner to trace their performance. This is a form to encourage and at the same time can be a means of tracking their points clocked which is something that can help them manage this mandatory.

To make learning fun by allowing ECPs to obtain badges and certifications on various courses which can be printed for display and pave for practical skills in the vision care field.

e. Cultivate Learning to be part of life. Learning should be an enjoyment and not a chore.

To allow snap and short learning to take place so that people can access as-and-when and incorporate learning to be part of their life as people are busy with day-to-day work and life

6. Targeted Learners / Users

We have about 1300 Opticians and 1200 Optometrists in Singapore

- ECPs- Opticians and Optometrists (more relevant)
- Ophthalmic Technicians
- Orthoptists
- Allied Health Professionals

7. Deliverables

An integrated solution that:

1. Enable the building and scaling up of learning resources available in the sector for learners to access easily and for trainers to facilitate the teaching as well.
2. Offer monitoring and reporting on the utilization of the platform and the accumulated CPE points taken by the ECP through the learning journey that has an impact to the competency standard of eye care.
3. Collection of feedback based on before and after the implementation of the solution.
4. Provide predictive analysis of matching the desired learner's learning goal with the learning deliverables in the platform, making recommendation for the ECPs and SOA CPE.
5. Integrate available fast-growing technology enablers and frameworks such as integrating available solutions and SFW in this same platform for ECP to execute the 5 Cs mentioned.

8. Measures of Success

We hope the prototype should be able to help us realize the requirements and address our challenge statement by providing to us:

1. Learners to have means to create and take control of learning plan for differentiated learning experience – A platform or solution to allow our ECP to create their own learning map to map out their learning plan, track their learning plan, create their learning journal and capture their learnings.
2. Integrate learning tools available from the online learning library for learners to capture their learnings for reflections and learning that could include in the form of text or pictures or video or visualization that can enhance hands on practices.
3. Enable partnership with vendors or 3rd parties to share their research papers or latest information to formulate part of the learnings.
4. Enable creating or sharing of the case studies or testimonies gained from their learning through social media and aligned with a reward system.

5. Motivate learners to take charge of the learning because of an X factor and to capture the conditions for re-certification that is part of the trade.
6. Able to measure and report the success of the challenge defined.