



FOR IMMEDIATE RELEASE

Monarch Media and SiTEL Receive Brandon Hall Award Gold for LMS Implementation

Santa Cruz, Calif., Sept. 21, 2012 – The Brandon Hall Group has awarded Monarch Media and SiTEL of MedStar Health Gold, Best in Learning Technology Implementations, in its annual Excellence Awards Program. The award recognizes companies that exemplify a high standard of excellence in implementing a learning solution that improves organizational



performance. Monarch Media and SiTEL's application for the awards program demonstrated clear, measurable business results from a project to redesign, develop, and implement a completely new, updated version of SiTELMS, a learning management system designed for the health care industry.

SiTEL is responsible for providing learning and training solutions, including the LMS, to MedStar Health's 34,000 health care professionals. The original version of SiTELMS lacked a consistent navigation and a user interface. SiTEL's goal for the new version, SiTELMS 3.0, was to make the system easy to use, not only for the learners, but also for the people who administer and report from the software. It also wanted to provide new features and Web 2.0-based capabilities.

Monarch Media was brought in to provide SiTEL's LMS development team with expertise in information architecture, user interface, and graphic design. To complete the technology implementation, the combined team identified usability criteria and the best practices across the LMS industry. Next, they developed use cases to gain a greater understanding of the needs of different types of LMS stakeholders and the tasks they had to accomplish. Later in the implementation process, Monarch Media conducted two focus groups to gather reactions and suggestions related to the new user interface. Learners, educators, and administrators unanimously praised SiTELMS 3.0 as modern, interactive, inviting, and user-friendly.

Overall, the development process was based on an agile, collaborative, and iterative approach to software development. This helped keep the team open to ideas that might not have come to light if it had taken a more structured approach. The collaboration between SiTEL and Monarch created a unique relationship where the development of the front-end of the LMS could evolve hand in hand with a growing

understanding of user requirements for capabilities, consistent navigation, and clear task progressions.

About the Brandon Hall Excellence Awards

Now entering its 18th year, the Brandon Hall Group Excellence Awards Program is the most prestigious awards program in the industry. Often times called the “Academy Awards” by Learning, Talent and Business Executives, the program was one of the first of its kind in the learning industry, which was pioneered in 1994.

There are 78 categories across four program areas, including 18 categories for learning. All entries are evaluated by a panel of independent senior industry experts, Brandon Hall Group Sr. Analysts and Executive Leadership based upon the following criteria: fit the need, design of the program, functionality, innovation, and overall measureable benefits. Winners receive a Bronze, Silver, or Gold, the top prize, for the projects they enter. To see winners of the 2012 Brandon Hall Excellence in Learning Awards, visit www.brandonhall.com/awards/excellence-in-learning/winners-of-the-2012.html.

About SiTEL of MedStar Health

SiTEL of MedStar Health provides comprehensive education and training solutions to those who work in healthcare. It offers instructional design services, clinical simulations, live training events, and on-demand learning to healthcare and emergency personnel at all levels. For more information, visit <http://www.sitel.org/>.

About Monarch Media

Monarch Media is a leader in delivering custom eLearning and mLearning solutions across the globe. For more than 14 years it has helped leading corporations, government agencies, universities, schools, and nonprofits accomplish their training and educational goals by blending the right technology solutions with superior instructional and graphic design expertise to create effective, compelling online learning experiences. For more information, visit www.monarchmedia.com.

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