



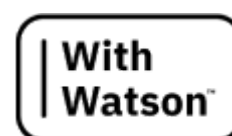
Science. Simplified.

# AI-Powered Lightning Learning



**FARKHUNDA NISAR**  
Associate Director of Business Development  
AdMed, Inc.

**KATHERINE NA**  
Senior Director of Client Services  
AdMed, Inc.



# The Rise of Micro Videos and The Next Step



- Consuming short video content on platforms such as Instagram, YouTube, and TikTok
- Studies show that people remember 90% of what they see in a video vs 5% they read
- Microvideos are changing the way we consume and retain information
- But can this approach be made more interactive and personalized?
- AI can enhance the microlearning experience

# Introducing Lightning Learning

The screenshot displays the AdMed Lightning Learning interface for a course titled "Overview of Breast Cancer". The interface includes a progress bar at the top right showing "Progress: 0%", along with "Help" and "Close" buttons. The main content area features seven video thumbnails arranged in two rows. The first row contains "Introduction to Breast Cancer" (1:05) and "Risk Factors We Can't Change" (1:30). The second row contains "Risk Factors We Can Change" (1:30), "Breast Cancer Receptors" (1:30), "Receptors in Breast Cancer" (1:30), and "Triple-Negative Breast Cancer (TNBC)" (1:30). Each thumbnail includes a play button and a duration indicator. On the right side, a "Lightning Learning Assistant" chat window is open, showing a user query: "is age a risk factor for breast cancer?". The assistant's response, timestamped at 3:05 PM, states: "Some risk factors for breast cancer are things you cannot change, such as getting older or inheriting certain gene changes. Other risk factors are related to personal behaviors, such as diet and physical activity, and decisions about having children and taking medicines." Below the text are two video thumbnails: one titled "BREAST CANCER RISK FACTORS WE CAN CHANGE" and another showing a group of people at a table. At the bottom of the chat window is a text input field with the placeholder "Type something..." and a "Built with IBM watsonx" logo.

**AdMed Lightning Learning**

## Overview of Breast Cancer

Progress: 0% Help Close

**Lightning Learning Assistant**

You 3:05 PM

is age a risk factor for breast cancer?

3:05 PM

Some risk factors for breast cancer are things you cannot change, such as getting older or inheriting certain gene changes. Other risk factors are related to personal behaviors, such as diet and physical activity, and decisions about having children and taking medicines.

BR  
CA  
PSA

**BREAST CANCER RISK FACTORS WE CAN CHANGE**

Type something...

Built with IBM watsonx

**Introduction to Breast Cancer** (1:05)

**Risk Factors We Can't Change** (1:30)

**Risk Factors We Can Change** (1:30)

**Breast Cancer Receptors** (1:30)

**Receptors in Breast Cancer** (1:30)

**Triple-Negative Breast Cancer (TNBC)** (1:30)

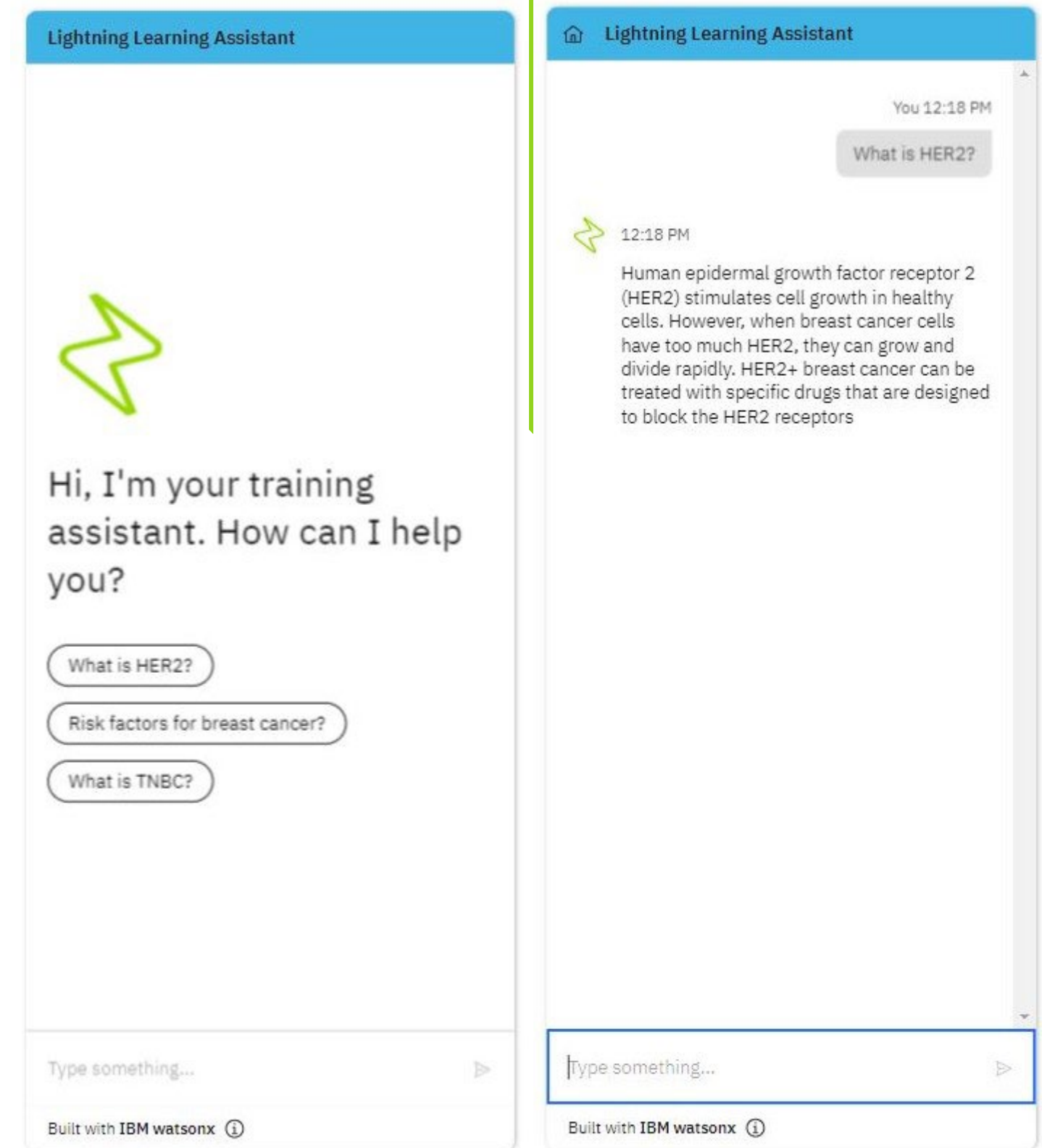
# Best Practices for Interactive Micro Videos

The screenshot displays an interactive learning interface titled "Overview of Breast Cancer". It features a grid of seven video thumbnails, each with a play button and a duration indicator (1:05 or 1:30). The thumbnails are: "Introduction to Breast Cancer" (1:05), "Risk Factors We Can't Change" (1:30), "Risk Factors We Can Change" (1:30), "Breast Cancer Receptors" (1:30), "Receptors in Breast Cancer" (1:30), and "Triple-Negative Breast Cancer (TNBC)" (1:30). The interface includes a progress bar at the top showing "Progress: 0%", a "Help" icon, and a "Close" button. On the right, a "Lightning Learning Assistant" chat window is open, showing a user query: "is age a risk factor for breast cancer?". The assistant's response states: "Some risk factors for breast cancer are things you cannot change, such as getting older or inheriting certain gene changes. Other risk factors are related to personal behaviors, such as diet and physical activity, and decisions about having children and taking medicines." Below the text is a video thumbnail titled "BREAST CANCER RISK FACTORS WE CAN CHANGE" and a text input field with the placeholder "Type something...". The assistant is noted as being "Built with IBM watsonx".

- Create short (1-2 min) interactive videos
- Visual storytelling engages learners
- Content specialists present key information
- Integrate videos seamlessly into an AI assistant platform

# Applying AI to your Training

- Train an AI model on your approved training content
- Utilize generative AI large language models (LLMs)
- Empower managers with insightful analytics
- Ensure medical accuracy and compliance (data governance)
- Future-proofing with flexible AI model integration
- Additional add-on features:
  - Speech-to-text
  - Support multiple languages





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# Questions?

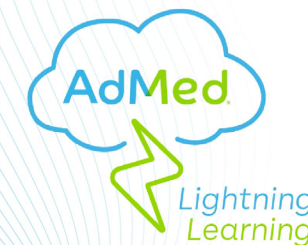
[admedinc.com](http://admedinc.com)



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Thank you

GEN AI-POWERED  
LIGHTNING LEARNING:



THE **FUTURE** IS HERE

**ITEN**<sup>®</sup>

**JUNE 11, 2024  
4:00 PM - 5:00 PM  
NAPLES 1-2**



**CHRIS FRANCY**  
President and Scientific Director  
AdMed, Inc.



**WILLIAM FRANCY**  
President of Client Services  
AdMed, Inc.

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