Technical Communications Consulting, Inc
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Technical Communications Consulting, Inc.
Healthcare Industry Services and Capabilities

Mission

Enhance information technology system adoption through targeted communications during all implementation phases. We can help introduce new technology, improve user performance, update processes and procedures, facilitate knowledge transfer, and reduce support calls.

Our cross-functional, experienced consultants apply proven change management and technical communications principles and practice to address communications challenges that arise during technology roll-outs. We work with our clients' users, technical experts, and implementation managers, to define, design, develop, and deploy timely, user-friendly communications solutions that make business sense.

TCC Services

TCC works carefully with clients to assess communications needs and tailor the level of service to project requirements and constraints. Our services fall into six categories:

- Pre-implementation Communications Assessments and Plans
- Change Management Communications Campaigns
- Instructional Design and Training Module Development
- Policies and Procedures Writing
- Role-based Documentation
- User Support Information, for example, FAQs

Pre-implementation Communications Assessments and Plans

Objective
- Define desired changes and assess the readiness of communications channels for use in facilitating technology adoption

Typical Deliverables
- Customized strategies to define change, vision, and goals
- Strategies for change and engagement; communications and marketing; and training

Business Needs and Challenges Addressed
- Diagnose level of organizational readiness for change
- Develop strategies to overcome resistance and promote adoption and adherence
- Align change with reward and recognition policies
- Customize solutions based on needs, constraints, challenges, culture, and people

Change Management Communications Campaigns

Objective
- Create organizational alignment with change by delivering targeted, coordinated messages before, during and after technology implementation

Typical Deliverables
- Case for change
- Plan and track change and engagement; communications, and training
- Organization-specific communications channels and content
- Organization-specific evaluation and improvement plan

Business Needs and Challenges Addressed
- Communicate the value of technology adoption
- Create awareness and buy-in
- Align leadership and the organization
- Create engagement and motivation while managing expectations
- Validate results and sustain change

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Instructional Design and Training Module Development

Objective
- Provide the learning that enables users to successfully integrate information technology systems into the performance of their job duties

Typical Deliverables
- Training needs analysis and training requirements
- Site-specific training programs
- Authoring of participant training materials and modules
- Learning assessments and evaluations
- Training the trainer

Business Needs and Challenges Addressed
- Bridge the gap between technology systems and user performance
- Facilitate transfer of expert techniques into general use
- Utilize instructional techniques for diverse backgrounds and learning styles

Policies and Procedures Writing

Objective
- Provide baseline documents for quality, efficiency, and industry regulation

Typical Deliverables
- Policies and procedures use assessment
- Work process documentation
- Policies and procedures manuals and online policies and procedures systems
- Training modules for targeted policies and procedures

Business Needs and Challenges Addressed
- Enable business continuity and get new people up to speed more quickly
- Pass on the knowledge and skills of expert performers
- Close the gap between standardized policies and procedures products and the people who must use them
- Create buy-in for employees

Role-based Documentation

Objective:
- Provide system documentation that is tailored to users' roles, tasks, and constraints

Typical Deliverables
- Analysis of user roles and documentation needs
- Documentation products utilizing appropriate media and content, for example:
  - User guides and operations manuals
  - Quick reference and pocket-size reference tools
  - Online help and Web-based documentation

Business Needs and Challenges Addressed
- Enable staff to get answers quickly without losing job focus

User Support Information

Objective
- Provide on-going technology performance support communications

Typical Deliverables
- Analysis of the frequency and type of support information needs
- Documentation products utilizing appropriate media and content, for example:
  - Blog, wiki, or other communication forum
  - Online or Web-based troubleshooting tips
  - Frequently Asked Questions

Business Needs and Challenges Addressed
- Reduce HelpDesk calls and promote on-going technology learning

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Selected Clients and Projects

TCC develops communications and training for companies and agencies. Below are synopses of selected client projects. Sample deliverables are available upon request.

Health Care

Sinai Health System—Role-based Documentation

TCC developed role-based documentation for the managers and front office staff of 30 community clinics and medical groups associated with Mt. Sinai Hospital and for the hospital billing department. Many staff responsible for patient registration necessary for reimbursements had little or no previous work experience, and small errors were resulting in reimbursements delays. Working with receptionists and other key personnel, TCC helped the client reduce costly clerical errors and integrate patient registration and billing. Later, TCC updated documentation for the clinic and medical group computer system.

Mt. Sinai Occupational Health Program—Policies and Procedures

TCC developed a policies and procedures manual for the administration of Mt. Sinai Hospital's occupational health program. In order to market its partnership program to employers needing care for injured employees under Workers' Compensation, the client needed to guide its case managers in tracking an injured employee from the emergency room through rehabilitation, coordinating insurance billing and medical records. By integrating all procedures related to occupational case management, TCC helped the client launch its cost-saving "one-stop" service to employers in the vicinity of the hospital.

Progeny Dental—Single-Sourced Product Documentation

TCC developed installation manuals, user guides, and service manuals for three generations of the Progeny's dental X-ray equipment and image management software application. By creating help and manuals from a single electronic source, TCC dramatically cut information development costs.

Erie Community Health Center—Technology Grant Application

TCC wrote Erie's successful grant proposal to the National Library of Medicine requesting funds to connect the center's LAN/WAN to the Internet in order for staff to access medical information and electronic medical records. The grant used PHS 398 forms.

Other Industries

GMAC Home Service—Web-based User Assistance, Work Process Document

TCC developed web-based help and 5 Adobe PDF manuals from a single electronic source for franchise brokers and agents using GMAC Home Service's intranet content management system. TCC also created work process documentation for the GMAC Home Service's corporate office.

NCH Marketing Services—Intranet Knowledge Base

TCC developed an intranet site with information on NCH's products and services. With over 500 pages, the site is NCH's go-to knowledge base for account managers, product developers, and tech support. TCC continues to update and expand the site.

Lake County Stormwater Management Commission—Technical Reference Manual

TCC worked with SMC staff, engineering consultants, and stakeholders to compile a technical reference manual for homeowners and developers. Using a collaborative approach to outlining the content for the manual, TCC has helped SMC further its wetland preservation mission.

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Capabilities

Best Practices
Technical Communications Consulting, Inc. uses best communications practices in all our services to achieve high-quality communications products.

Usable Information Design
TCC's accessible screen and document designs minimize cognitive load and enable users to find what they are looking for as quickly as possible. After clients approve the design, TCC automates the design by creating page layout templates.

Collaborative Development Process
TCC believes that excellent, effective communications result from successful collaboration between sponsors, stakeholders, and communicators. TCC facilitates this collaboration by using a multi-stage project process that includes review, revision, and approval at each project stage (requirements, design, and preliminary and final drafts).

Single-source Publishing
TCC saves clients money by finding opportunities to create multiple publications from one electronic content source. If single-sourcing makes sense, TCC sets up the single-source content management and publishing system.

Software Simulations and Demonstrations
TCC creates software movies that add a multimedia dimension to Web sites, online help, and presentations. By adding interactivity, TCC can transform software movies into tutorials and training modules.

Quality Writing
TCC's quality control process ensures that all deliverables contain clear writing that is appropriate for the audience, medium, and purpose. TCC creates style guides and glossaries for each project, and an editor reviews all deliverables.

Documentation and Training Project Management
TCC builds and leads project teams that deliver project results on time and within budget. TCC's clear project communications and quick problem resolution keep projects on track.

Tools
TCC has experience in many tools. Other tool capabilities may be added upon request.

Microsoft Office Suite 2003 and 2007, RoboHelp X5, MadCap Flare 6.0, Visio 2007, SnagIt 9.0, Adobe CS4 (Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Pro), Adobe Framemaker 8.0, Vasont 10, XMetaL Author 4.6, GotoMeeting, Blackboard Learning System, MadCap Mimic 2.0, Adobe Captivate 3.0

Staff
TCC's experienced consultants have a wide range of skills and work samples. Resumes are available upon request.

Certifications and Affiliations
TCC is certified as a Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council and as a Female Business Enterprise (FBE) by the State of Illinois.

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About the Principal

Dr. Andi Dunn is a professional communicator with 20 years of experience in the analysis, design, and development of technical and instructional communications, having served as a staff writer, lone writer, and documentation team manager. Dr. Dunn began work in the area of technical information design and development as a technical communicator, first with the Center for Computer-Aided Design at the University of Iowa and later with Motorola, Inc. In 2001, Dr. Dunn founded Technical Communications Consulting, Inc., a small, woman-owned business serving the change management and technical communications needs of corporations and non-profits in the Chicago area.

Dr. Dunn has high standards and a demonstrated ability to work effectively with stakeholders and clients. As a team leader and business owner, she is valued both for her technical knowledge and for her ability to ensure incisive project communications and stellar final deliverables.

Dr. Dunn holds a Ph.D. in Linguistics from the University of Illinois at Urbana-Champaign.