

HiQ uses voodoo in game-based training for Mölnlycke Health Care

HiQ has developed a game-based training module for Mölnlycke Health Care to provide training for sales personnel and nurses who use Mölnlycke Health Care's wound care products in the course of their work. Through HiQ's solution the target group of Mölnlycke Health Care is trained in the area of pain. The solution: To follow the personal odyssey of a voodoo doll to acquire an understanding of the purpose of pain and how to relieve pain most effectively. The training was launched during the second quarter of 2007.

“Our client was looking for a new, improved way of reaching its target group to enable the simple and informative training of personnel and external parties, i.e. nurses, in an area that is perceived as challenging and complex. Our idea was based on developing a solution to enable Mölnlycke Health Care to reach its target group through an amusing approach to training, in which the subject matter is perceived as less complicated,” says Oskar Eklund, Account Manager at HiQ.

“Many people find it very difficult to understand how individuals react to pain and how to manage it. It was important for us to find a way of communicating our message about pain management, both internally to our sales organisation and externally to those who actually use our products, i.e. nurses. HiQ's solution is creative, innovative and has made training fun and absorbing in an educational and different way. We are very satisfied with the solution delivered by HiQ,” says Rose-Marie Fredrikson, Competence Development Manager at Mölnlycke Health Care Wound Care Division.

HiQ was responsible for the entire solution, from its initial concept through design, production and technical development.

“The target group meets the voodoo doll, Glen, whose everyday existence involves pain. The user searches for different, creative ways of subjecting Glen to painful treatments, and by doing so learns what pain means for the patient, how best to manage the situation, and which treatment and which products are most appropriate. The entire training module is configured as an adventure game, in which you can also observe Glen's different owners and see how they are affected by pain and how they respond to different types of treatment,” says Oskar Eklund.

Mölnlycke Health Care is one of the world's leading providers of single-use products and service solutions for surgery and wound care products to the healthcare sector. The company is established all over the world and supplies products through its Surgical and Wound Care divisions. Mölnlycke Health Care has around 5,500 employees with production facilities in Belgium, the Czech Republic, Finland, Malaysia, Thailand and Great Britain.

“Today, HiQ offers a very solid range of interactive, game-based training options. Our involvement in this area began just over 2 years ago, and we have since grown the business significantly. We have helped companies such as AstraZeneca, Volvo and Mazda to train their personnel through creative and innovative solutions. I regard the assignment from Mölnlycke Health Care as further confirmation of the demand for our expertise in this field and our ability to help leading global companies to apply game-based solutions to train their personnel, thereby improving the quality of their business. It is, of course, highly gratifying,” says Lars Stugemo, President and CEO of HiQ.

For further information, please contact:

Lars Stugemo, President and CEO, HiQ, tel: +46 (0)8-588 90 000

Oskar Eklund, Account Manager, HiQ Gothenburg, tel: +46 (0)31-743 91 00

Helena Thiel, Communication Manager – Wound Care Division, Mölnlycke Health Care, tel: +46 (0)31-722 30 00

Annika Billberg, Head of Corporate Communications, HiQ, tel: +46 (0)8-588 90 015, +46 (0)704-200 103

HiQ is an IT and management consultancy that focuses on high-tech solutions in the fields of communication, software development and simulation. The company is a leader in these fields and the Nordic Region is its domestic market. HiQ employs close to 1 000 employees at offices in the Nordic Region and Eastern Europe. HiQ is listed on the Nordic Stock Exchange MidCap list. For more information, please visit www.hiq.se.