



Pearson eCollege and Elsevier Delivering Health Care Content Solutions

Maximize Your Course Offering with Engaging Publisher Content

Rich and engaging content is a vital aspect in the development of successful online courses. Pearson eCollege has teamed up with Elsevier® to deliver effective health care content with Evolve® Courses. This partnership between an industry-leading eLearning platform, Pearson eCollege, and a high-quality educational publisher, Elsevier, helps institutions quickly launch a complete health care program with engaging instructional elements.

Health Care's Educational Needs

It is widely known that specialists in all of the health-related industries are in demand. The U.S. Department of Labor statistics estimates that approximately 50,000 health information management professionals were hired in 2005, and the number is expected to increase as the U.S. population continues to age and the need for health care grows. In addition, increasing government regulations and new payment programs will spur the growth of most health professions, which is projected to be the fastest growing occupational field through 2014.

To help with the current demand in the health care industry, Elsevier has developed enriching course content for both nursing and health professionals. The objectives and discipline-specific content offered through these courses allow health care professionals to begin their careers with knowledge and confidence.

Quickly Launch Complete Courses

Evolve Course content from Elsevier is delivered via the robust Pearson eCollege eLearning solution. To create a seamless student experience, the content has been migrated into the Pearson eCollege platform.

With Evolve Courses on Pearson eCollege, institutions have everything they need to quickly launch online health care courses to expand on key topics and clarify difficult concepts within an existing health professional program.



*Elsevier's course **The Human Body in Health and Disease** within the Pearson eCollege platform.*

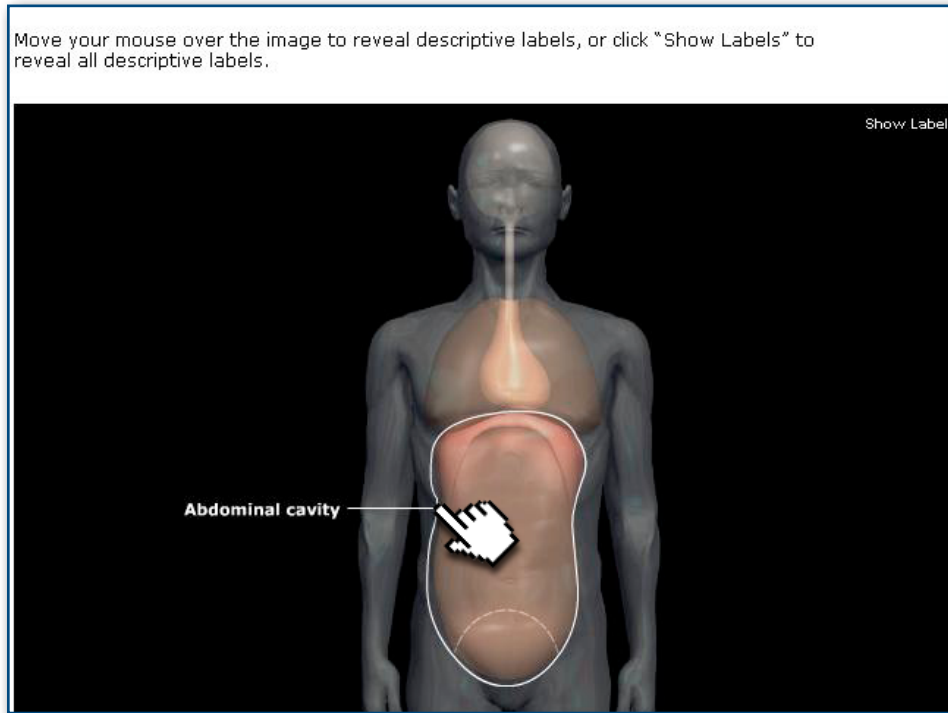


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Evolve Courses Benefit Students and Deliver Learning Outcomes

An Evolve® Course from Elsevier begins with a set of clearly defined learning objectives that guide learners through the modules and chapters of a unique array of logically organized content and culminates in various interactive assessment tests. The engaging learning objects provided in an Evolve Course add value to any health care program.

Digital assets, such as animations, videos and interactive exercises, can be great learning tools. However, without an appropriate learning context, these digital assets provide a very limited amount of educational value. Each content type in an Evolve Course (animation, video or flash piece) is used for a specific purpose in the overall learning objective.



Interactive content enhances the course's learning objectives and enriches the student's experience.

The Pearson eCollege Content Advantage

Educators and institutions across the globe are learning the advantages of online content offered through Pearson eCollege's comprehensive, on-demand solution. By partnering with high-quality educational publishers such as Elsevier, Pearson eCollege provides the following program advantages.

Quick Program Launch—By eliminating the time and cost associated with developing content in-house, Pearson eCollege helps institutions quickly launch everything from single online courses to complete online programs.

Cost Effective Options—Pearson eCollege provides a wide array of content options, which helps institutions improve their cash flow by reducing the upfront investment to get started in online learning.

High-Quality Content—Pearson eCollege offers online courses and programs based on sound teaching strategies that are focused on keeping students engaged and enrolled in their courses. This helps to meet institutions' retention goals, as well as accrediting curriculum standards.

Flexible Program Solutions—Pearson eCollege provides a flexible structure that allows institutions to use content assets and courses as part of their general education offerings or as complete degree and certificate programs. In this model, institutions also can add information or activities to address specific program needs.

To learn more about **Evolve** Courses and solutions, visit evolve.elsevier.com.

For more information about Pearson eCollege, visit www.eCollege.com or call 1.888.376.9496.

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