# HL7 Learning Partner Program

This document proposes a HL7 Learning Partner Program to establish relationships between commercial/university providers of HL7 education and the HL7 organization (international or affiliate). See Appendix A for related snippets from the Education Strategic Plan.

*Note: in the context of this document the term 'HL7' is used to denote either 'HL7 International' or a 'HL7 Affiliate'. These should not be competitive with each other relative to HL7 educational offerings., How/if any lead should be forwarded to either H7 International or an HL7 affiliate is outside the scope of this document. Any such agreements may have an impact upon the affiliate agreement.*

## Benefits

Benefit for a Partner organization:

* potential for the use of any training material as created by HL7,
* revenue from any delivery of in-company/on-site training course where the lead was received by HL7,
* revenue from the delivery of any open registration training courses (i.e. leveraging the marketing efforts of HL7)

Benefit for HL7:

* training courses delivered in its own name (brand/marketing aspect)
* revenue from delivery of training courses by Partners
* revenue from additional memberships as a result of someone attending a training course
* additional capacity in terms of educational offerings in geographic areas other than the US, and educational offerings in countries that don’t have an affiliate.

## Prerequisites for the Partner organization

Organizations that have an interest in becoming a HL7 Learning Partner are likely to be either commercial providers of training courses, or not-for-profit organisations such as public Universities.

Prerequisite criteria could include:

* assessment of the organization (experience in the delivery of training courses),
* HL7 approved/licensed trainers/educators (certification, experience)

## Learning Partner Agreement

* The Partner agreement may be limited to specific countries, geographic areas and/or language(s) or delivery methods.
* The Partner shall refrain from offering open training courses related to the same HL7 content as offered through the HL7 Learning Partner program.
* The Partner may use, in whole or in part, those HL7 educational materials where either HL7 holds a (shared) copyright or those HL7 materials that have some sort of open license. The Partner will be responsible for the localization (language, content) or adaptation (if only because of different learning styles used by different tutors/instructors) of these materials should this be necessary.
* The Partner may use its own educational materials, any audits/reviews by HL7 will be output-driven, i.e. the quality of the delivery and the quality of the content will be evaluated.
* Any educational materials created by the Partner remain the exclusive ownership of that Partner, educational materials provided by HL7 are and remain the exclusive ownership of HL7. This continues to be true after termination of the Partner agreement.
* One HL7 representative may participate (for free) to audit / review the training courses. Travel/accommodation costs of the auditor are paid for by HL7.
* The Partner will share the results of the evaluations by attendees of the training course (whether paper forms or electronic) via a standard questionnaire developed by HL7.

### Financial Aspects

There are many options when it comes to a financial agreement between the Partner and HL7. Two such options include:

* A standard model employed by Ringholm (and currently in use by multiple HL7 affiliates). The net profit is calculated as: revenue from trainees, subtract costs of the meeting room/projector/catering. Travel/accommodation costs, and man hours of any party are not included in this calculation. The net profit is shared (for open training courses: typically in a 70/30% split) between the Partner and the HL7 organization. Thus the HL7 organization has an incentive to market the training course (it receives 30% of the net revenue), as does the Partner organization.
* The kind of model used by Microsoft: an Annual Fee, and revenue is shared based on volume of training courses (seats \* days) and quality (requires centralized HL7 evaluation form / database).

Annual fee could simply be based on number of students taught or a system of groups eg 2-20 students pa, 21-50, 51-100 etc.

The whole idea is to have some sort of revenue sharing mechanism. A substantive annual fee is likely to ‘scare away’ small providers of education.

# Appendix A: relevant extract from the Strategic Education Plan

**Goal #2 – Expand the reach of HL7’s training to increase the number of people trained and the number of trainers at our disposal worldwide.**

**Objective 2c**: Partner with companies to deliver training

**Action Plan**

* Define benefits of partnering with HL7 to deliver training
* Solicit companies interested in delivering HL7 training
* Provide training materials for new standards for companies to use
* Offer “preferred partner” status for companies using HL7 materials who have met our training standards
* Define criteria and process for achieving “preferred partner” status
* List “Preferred Trainer” companies on HL7 website
* Evaluate potential of licensing training materials for distribution to “preferred trainers”

**Performance Measures**

* Partnerships established with training companies

**Target** – X # of partnerships established by EO 2013, 2014, 2015

* Criteria and process for becoming “Preferred trainer” in place by EO 2013
* “Preferred trainer” credential offered

**Target** – X # of “Preferred trainers” authorized by EO 2014, 2015