

## *Improving Training Effectiveness through Presentation Skills*

### **Oxford Health Plans**

Background: Oxford Health Plans, Inc. is one of the fastest growing health plans in the country with more than 1.32 million members and is the fifth fastest growing company in America according to Fortune Magazine's annual ranking. The company is also one of the fastest growing Medicare managed care plans in the country with more than 98,000 seniors enrolled in its Medicare Advantage Plan. Founded in 1984, Oxford markets its health plans to employers in New York, New Jersey, Pennsylvania, Connecticut, and New Hampshire through direct sales force and through independent agents and brokers.



Challenge: One of the reasons for its tremendous growth and success in the marketplace is Oxford's attention to the continual reskilling of its employees. According to Libby Sterbakov, Director of Learning and Development, "Oxford Health Plans has found that providing educational opportunities for our employees is an investment that benefits both our employees and our customers." Nowhere does this investment create more impact as in the training of trainers.

Solution: After a needs assessment and recommendation process, Oxford selected Entelechy to provide a customized train-the-trainer program to meet the presentation-skills needs of Oxford's employees whose responsibilities include training. A three-day program covering training presentation structure, delivery skills and tools, and classroom management was delivered one day per week for three weeks. The program included practical exercises and real-world scenarios to help make the training "stick".

Feedback from participants is overwhelmingly positive:

- "I really enjoyed the training, especially the scenarios that were tailored to Oxford. I think it's more effective to learn if you can apply it to your position. That helped me! Thanks!"
- "I really learned helpful techniques to improve presentations."
- "There is a lot to be learned in this class. The instructor made me feel safe in taking the leap."
- The training was "informative and in keeping with Oxford's performance-driven philosophy."



## A Case Study in Training Excellence and Business Results Brought to you by Entelechy, Inc.

Based on the success of this program, Oxford has selected Entelechy to design and develop other training including advanced train-the-trainer, interviewing/selection, sales training, and management training.

