



Holly Helscher

"An Authentic Voice in B2B"

Client : Nursing College USA*

Project : Case Study

Objective: Provide Qualitative Data for Nursing Program Software

NCLEX Pass Rates Improve 14.2%

Adaptive, Solution-Based Nursing Student Software Saves Nursing Program

Business Challenge:

When Nursing College USA began experiencing falling pass rates in the National Council Licensure Examination (NCLEX), they searched for the reason why. *"If students don't pass their NCLEX exams, they can't get job. So pass rates are crucial to nursing programs,"* said Kim Goz, VP of Academics. Investigation, and adjustments for the most likely causes proved unsuccessful.

The last resort was a review of their student learning outcomes assessment software. It had been in place for years and had never failed them. Until now. Explains Goz, *"Without a license, the graduates can't work in nursing. If they can't work in the field, the college can't meet student job placement metrics, or board standards. In short, without consistently meeting or exceeding nursing board NCLEX pass rate expectations, we'd have to discontinue the program."*

Solution:

Goz investigated several other student-learning software programs. She ultimately purchased the newest HESI Adaptive Software for the college. Offered by Kelson Publishers* the program:

- Was used throughout the nursing program.
- Lined up with most comprehensive evaluation tools.
- Offered strong application aspects to students through patient case studies.
- Identified student learning trends in each class through special reports, allowing immediate adjustments to lecture materials.

Benefits:

- Adaptation to student learning styles.
- Student-friendly feedback on where learning is strong; and where it isn't.
- Accurate prediction of learning gaps students may have before they take the NCLEX.
- Improvement of college's pass rates on the NCLEX 14.2% within the first 12 months.
- Cost effective pricing packages.

Note: This is a true case study. The facts are true. Goz (fictitious name) purchased the software when she was the vice president of academics. Due to the closing of the entire college brand, the case study was not used, so the companies elected to remain anonymous.