

FOR IMMEDIATE RELEASE

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AXIA GETS SHORTLISTED FOR INNOVATION IN WORLD OF LEARNING AWARDS 2007

Axia Interactive Media (AIM), specialists in developing Internet-based solutions to enable lifelong learning and professional development, announce they have made it to the finals of the World of Learning Awards 2007. The company is shortlisted in the "Learning Innovation of the Year Category for the pioneering work they have completed on behalf of the Society College of Radiographers (SCOR).

Through Axia's technical expertise, the Society College of Radiographers (SCOR) have become the first professional body within healthcare globally to offer members undertaking e-CPD (online based continuing professional development) an instant capability to be assessed for compliance with three different sets of competency standards set by autonomous professional and governmental bodies.

In practice this means 23,000 radiographers working in the NHS will be able to use a single piece of evidence to demonstrate compliance across competing sets of requirements and in doing so, lower the administrative time and red tape associated with completing records of continuing learning and professional standards compliance.

Unlike many e-CPD systems, AIM's Now.net is additionally effective as a competency testing platform because, as an output based system, it assesses an individual's compliance with minimum performance standards by judging both the quality of the learning evidence provided and extent to which applying this knowledge can be proven. This is in sharp contrast to traditional e-CPD systems which purport to assess an individual's competency by simply calculating the number of hours spent on learning and development, for example, by attending seminars.

Continuing learning and competence criteria for healthcare workers were introduced following the publication of the Kennedy Report into the Bristol Babies Enquiry. This highlighted that serious incidences which compromised

patient safety were occurring due to a lack of regulatory criteria for healthcare workers at all levels to demonstrate and maintain minimum standards of continuous learning and professional development. In the case of radiographers, the three standard requirements are as follows. Firstly, all 23,000 members of SCOR are expected to comply with the Society's CPD requirements as assessed by the College of Radiographers (COR). Then, up to 80% of members are also required to participate in two additional CPD programmes, each with differing performance criteria – the standards set by the Health Professionals Council (the regulatory body for all allied health practitioners working in the United Kingdom) and the Knowledge and Skills Framework (KSF) for those individuals working within the UK National Health Service.

"Early indications from our membership base are that this is an extremely helpful new feature, given the increased expectations of professional radiographers in terms of compulsory compliance with different standard-setting CPD bodies," says Sean Kelly, CPD Officer for SCOR. "Potentially having to produce 3 different versions of an e-portfolio would have been impossible considering the amounts of administration and paperwork our members currently face, to say nothing of the ongoing pressures to deliver clinical services."

"This is an exciting new piece of functionality and one which is beginning to attract a high level of interest from other professional bodies within the healthcare sector, both in the UK and overseas. We are delighted that it has proved so useful to SCOR in such a short space of time and that we have been short listed for a WOLCE award," says Richard Etheridge, Director of Technology at Axia Interactive Media.

For more information about how the Society College of Radiographers (SCOR) has benefited from working with Axia, please visit www.axiainteractive.net to view the latest video case study.



enabling lifelong learning & professional development

About Axia Interactive Media

Axia Interactive Media specialise in providing e-learning and online CPD assessment systems to enable both public and private sector organisations to achieve best practice. The company has developed a single technology platform, Now.Net, which can be used for the following applications: provision of e-learning (information and guidance services), online CPD administration with e-portfolio facilities and online assessment. Now.Net is the online assessment system supporting the administration and assessment of Care NVQs in the UK.

Axia was formed in 1997 and has customers around the world including Italy, Canada and South Africa. The company is committed to enabling both developed and developing countries to improve the standards of professionals working across all sectors of industry through the provision of cost effective yet highly rigorous skills and capability assessments. For more information on Axia please visit www.axiainteractive.net

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