

FOR IMMEDIATE RELEASE

6th October 2007

LEEDS BASED AXIA ARE SHORTLISTED FOR WORK WITH NURSES AND RADIOGRAPHERS

Axia are Finalists for Excellence in the Production of Learning Content and Learning Innovation of the Year 2007

Axia Interactive Media (AIM), the Batley based specialists in developing Internet-based solutions to enable lifelong learning and professional development, announce they have made it to the finals of two prestigious learning industry awards. The company has been named as a finalist for both the E-Learning Awards 2007 and the World of Learning 2007 Awards, in recognition of the pioneering work Axia has undertaken on behalf of its customers the RCN (Royal College of Nursing) and SCOR (Society College of Radiographers). Over 400,000 members of these two key organisations across the UK are able to stay up to date with key developments in patient care with bite-size learning modules, log their studies and have their professional competency monitored on an ongoing basis using Axia's technology.

"We heard we were short-listed for an E-Learning Award for our contribution to the RCN's Learning Zone portal three weeks ago which was great news, and today learned we are up for an Innovation of the Year World of Learning award as well with is fantastic. The team has worked very hard and we are all very excited to be finalists for two awards simultaneously" says Chris Peat OBE, Director of Strategy at Axia Interactive Media.

Background to Axia's work with the Royal College of Nursing and Society College of Radiographers

Originally created by Axia over 5 years ago, the RCN Learning Zone is recognised as one of the pioneering e-Portfolio learning projects, with over 2,000 pages of interactive content. Since 2002 it has provided bite-size learning modules on topical nursing issues; an e-Portfolio and highly practically focused learning resources to the RCN's 390,000 members. The site is also unique in being able to monitor the CPD activities of nurses based on the outcomes of their study in terms of improvements to professional practice rather than calculating the hours spent on CPD related activity.

Radiographers working in the NHS today must demonstrate their professional competence to 3 separate industry bodies as a result of a restructuring within the health service and stringent improvements in competency control. This change could have resulted in huge new levels of red tape burden but to alleviate this, Axia has created a system which enables radiographers to enter a single piece of learning evidence and automatically have this assessed by the 3 different bodies at the same time. In doing so, the Society College of Radiographers (SCOR) are the first professional body within healthcare globally to offer members such a sophisticated system.

"We are delighted that Axia is up for an award together with ourselves and the RCN, they have created a truly innovative learning environment for healthcare workers. 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."*

For more information about Axia and the work it has done with the RCN and SCOR please visit **www.axiainteractive.net/customers** to view the latest video case studies.



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

For more media information please contact:

Lesley Muir
07796 148400
Lesley@good-pr.co.uk
