

Steal This Idea!

AI-Powered Microlearning on Demand

A fast, scalable way to train and support staff during growth

THE CHALLENGE

Atlantic Health is at a pivotal moment. A new CEO is stepping in, community demand is climbing, and more New Jersey residents are entering their senior years than ever before.

At the same time, your culture of caring is a core strength, but harder to sustain when teams are balancing high patient loads, new systems, and the uncertainty that comes with change. Employees need the right support, at the right time, in the right format.

Traditional training can't always keep up with the pace of expansion and shifting priorities. Long courses sit unfinished and policy updates lag behind reality.



[▶ Synthesia Sample](#)

THE IDEA

A microlearning video series built with IDLance and our partner Synthesia. It's your always-on "training channel" that delivers:

01

3–5 minute videos staff can watch between patients, during shift changes, or even via text.

02

AI-powered video production (Synthesia) for rapid turnaround and easy updates when policies or procedures change.

03

Engaging, human-first scripts designed to be clear, empathetic, and never boring.

WHY IT WORKS

- Scales fast across 550+ sites without heavy production overhead.
- Keeps training fresh and adaptable (update videos in days, not months).
- Shows employees you're investing in their growth and well-being, even during the busiest seasons.

WHY IDLANCE?

You already know how to run world-class training – Atlantic Health proves that every day. The difference is bandwidth. When you're balancing expansion, patient demand, and new leadership priorities, even the best internal teams can't do it all.

That's where we fit.

- We move fast. Our network of 1,500+ instructional designers can spin up pilots in weeks, not months.
- We blend craft and tech. Human-first scripting meets tools like Synthesia to keep training clear, empathetic, and scalable.
- We flex with you. Need a one-off pilot? A partner to manage a rollout? Extra hands for your team? We slot in where you need us!

We're not here to replace your expertise. We're here to make sure it actually has the time and space to shine. And also so you can take a nap. You really deserve it.

If this sparks ideas, let's set up a call to explore what it could look like at Atlantic Health. We promise, we're nice!



GIVE US A BUZZ!

