

## NEWS

For Immediate Release

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## EduCel Responds to Growing Trend

### **Designs a Dynamic Knowledge Transfer System to remedy the three issues most likely to impede performance in the enterprise**

San Francisco, CA, July 20, 2004: Earlier this year, the Joint Commission on Accreditation of Healthcare Organizations announced that, effective July 1st, all surgical teams in the US are required to execute a procedure similar to a pilot's preflight procedure before cutting into a patient (too many mistakes were being made by highly trained doctors). This mandate is an example of the growing trend of focusing on a cure for what actually impedes the performance of most professionals, rather than just focusing on training. In response to this trend, EduCel now offers a modular, just-in-time Dynamic Knowledge Transfer System that remedies the three issues most likely to trip up task execution in any enterprise.

"EduCel's Will-it-Fly?® DKTS (Dynamic Knowledge Transfer System) was designed to do what training alone cannot...", says Evan Berglund, the founder of EduCel, "...remedy the three issues most likely to impede a professional's performance, which are: (1) lack of advantageous retrieval from memory at the time of need -- studies of problem solving find that even seasoned professionals frequently do not retrieve relevant knowledge from memory when needed most (i.e., surgeons), (2) not knowing what constitutes best practices for a specific task at any given time. (i.e., new research, equipment and procedures), and (3) lack of access to chunked and vetted support material for the job at hand."

With the Will-it-Fly?® DKTS, EduCel offers a robust, standards-based system that allows for rapid development of new modules -- with dynamic delivery of best practices at the time of need. The Will-it-Fly?® DKTS significantly reduces the man-hours needed for prep -- while effectively facilitating more productive collaborative sessions, higher success rates in project execution, and fewer failures in recurring tasks. Acting like a tutor -- with real-time assessment functionality and dynamic feedback of chunked and vetted knowledge -- EduCel's Will-it-Fly?® DKTS modules are accepted by users as both useful and easy to use.

"Since most enterprises cannot rely on a governing body to mandate best practices for their associates, the trick was to create a system that is accepted by end users as both useful and easy to use," says Berglund. "We accomplished this feat by assembling a team of blue-chip developers, cognitive psychologists, authorities in information management and systems, and subject matter experts -- all with the objective of designing a system 'bottom-up' -- a system that could be executed by any type of adult user, regardless of knowledge and skill level. The result was the Will-it-Fly?® DKTS (Dynamic Knowledge Transfer System)."

EduCel's mission is to create and engage in products and services that aim to improve the organization and dissemination of empirical knowledge (best practices). One such effort is EduCel's Dynamic Knowledge Transfer Systems, which, embedded with fundamentals and prerequisites for success, 'automate' the process of preparing participants for any type of task execution. EduCel LLC is a privately held California corporation. The name is short for 'education at greater celerity' (celerity is a noun that means swiftness or rapid motion or action). For more information on EduCel please go to [www.educel.com](http://www.educel.com)

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