



# PointClickCare Meets Demands on L&D & Engages Top Talent with Degreed

PointClickCare® &  degreed

## Client

# PointClickCare®

## Head Offices

Toronto, Canada

## Industry

Software

## Staff

1,800

## Features Used

Degreed Experiential Learning, personalized recommendations, social learning, Degreed mobile app, Skill Coach

## Use Cases

Cultural values, career development, organizational initiatives, skill mapping, skill development, self-directed growth, coaching, career mobility, employee incentives, learning communities

## Challenge

Intense competition for workers makes hiring across Canada's thriving tech sector challenging at organizations large and small, including PointClickCare. In addition, the company had several learning content and LMS systems, but getting into a course was difficult. Leaders needed to meet the high professional development expectations of top talent, and they sought new ways for people to drive their own, personalized learning in the flow of work.

## Solution

PointClickCare positioned Degreed as a springboard for all talent development by integrating more than a dozen learning technologies, HR systems and paid content providers — making it the company's one and only front door to a connected learning tech ecosystem as well as the go-to destination for L&D metrics. Learning leaders were particularly drawn to Degreed Experiential Learning, which matches people who have the right skills — or want to build

new ones — to on-the-job stretch assignments, gigs, projects, mentors and more.

## Results

Month over month, 80% of workers use Degreed. The learning team quickly gained insights into the supply and demand for skills across the company — and now use that data to align workforce development with business objectives. People embraced content on a wide range of topics. And by integrating Degreed Experiential Learning with the company's talent acquisition platform, PointClickCare tackled employee retention, providing people full visibility into internal growth opportunities and mentors and reducing barriers to growth that cause people to leave.



## Summary

To attract and retain workers, PointClickCare needed to meet the professional development demands of top talent. The late-stage Toronto-based startup, which provides cloud-based software for managing skilled nursing, senior living, home health and acute care, sought new ways for people to drive their own, personalized learning in the flow of work — and learning leaders realized they couldn't do this with only an LMS.

After they researched several options, learning leaders at PointClickCare chose Degreed, rebranded it internally as the Thrive Learning Hub, and made it the company's front door to workforce development. Helping the company stay competitive, people now embrace content on a wide range of topics, drive their own learning, share recommendations and develop skills for current and future roles.

In addition to showing people opportunities they already qualify for, Degreed Experiential Learning lets people compare their existing skills to those they might need. This helps them advance their careers, which in turn builds business value.





# Challenge

“We needed a mindset that learning is something you’re doing every day in communities of practice whether you’re recognizing it or not...We couldn’t do that with an LMS.”

— **Cindy Plunkett**  
Director of Learning Design and Development

## Building Skills to Compete

Intense competition for workers skilled in AI, machine learning, natural language processing and more makes hiring across Canada’s thriving tech sector challenging at organizations large and small — including PointClickCare.

“We disrupt the status quo, and if you’re going to succeed in a mission like that, you have to always be on top of your game,” said Cindy Plunkett, Director of Learning Design and Development. “We were hearing from our leadership that — to stay on top of technology and innovation — every single person in the company had to be vested in a growth mindset, continuously upskilling and reskilling.” As it set its sights on developing existing employees, PointClickCare also began hiring people with the aptitude to learn skills the

company needs. Concurrently, the organization began taking a harder look at improving gender parity, particularly on Product and Engineering teams.

The maturing company had several learning content and LMS systems but getting into a course was clunky dating to the company’s early startup days, like running the 400-meter hurdles, Plunkett said, adding the disparate setup made development difficult to track. Moreover, “When people thought about going in to take training, training equalled compliance.”

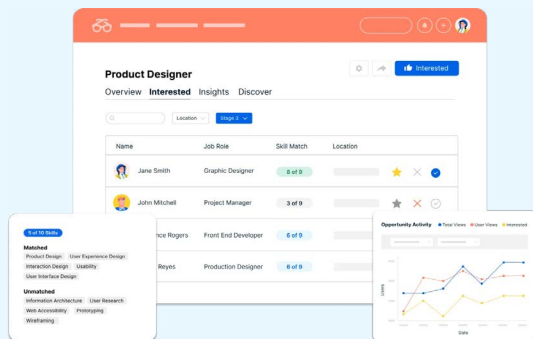
PointClickCare needed to meet the high professional development expectations of top talent, and leaders sought new ways for people

# Solution

## Degreed Learning Platform

to drive their own, personalized learning in the flow of work.

“We needed a mindset that learning is something you’re doing every day in communities of practice whether you’re recognizing it or not,” Plunkett said. “You’re sharing learning and you’re learning. We couldn’t do that with an LMS. We needed to be able to clearly see what our skills were across the organization, allow people to upskill and give leaders line of sight into the skills on their teams.”



After exploring several options, PointClickCare chose Degreed to power a new L&D strategy.

“When we were pitching Degreed to key stakeholders, we did a lot of work reframing it as more than an LXP,” Plunkett said. “It was a system that was going to allow us to remove points of friction and an engine to springboard all of our talent development initiatives. Yes, part of it was about creating a great learning experience. But we actually went above and beyond that conversation to paint the full picture.”

Learning leaders were particularly drawn to Degreed Experiential Learning, which matches people who have the right skills — or want to build new skills through experiential learning — to on-the-job stretch assignments, gigs, projects, mentors and more.

To launch Degreed, learning leaders rebranded it internally as the Thrive Learning Hub and integrated more than a dozen learning technologies, HR systems and paid content providers — making it the company’s one and only front door to a connected learning tech ecosystem as well as the go-to destination for L&D metrics, Plunkett said. “We were way ahead

of schedule because Degreed has made it so easy to hook into all of these other systems.”

How did the L&D team promote Degreed? By emphasizing the AI-powered personalized learning it recommends to people is for them, Plunkett said, “We did a lot of campaigning and communication. There was commitment from the top down.” In addition, the learning team targeted managers, emphasizing they can use Degreed to get better insights into the capabilities of their teams. L&D highlighted the Degreed mobile app, launched a monthly newsletter, shared quotes from internal learning influencers and created a Pathway to help influencers build more accessible and inclusive learning for others.

To inventory company-wide skills and optimize Degreed, L&D working with HR assigned relevant skills to each job title across the company. When people activated their Degreed profiles, learning leaders urged them to rate their existing skills, emphasizing this wasn’t pass-fail. Rather, the goal was to align on the strength of skills by gaining more visibility into the supply and demand for skills across the company, role by role.



# Results

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— **Cindy Plunkett**  
Director of Learning Design and Development

## New Mindset, New Skills

The appetite among employees for the accessible learning Degreed provides proved huge. In the first six months after the rollout, PointClickCare saw significant adoption with more than 1,200 active users, over 40,000 completed learning items and nearly 200 shared items. In a more recent quarter, people completed more than 26,000 learning items, logging over 8,200 hours of development, Plunkett said. “I consistently, month over month, have about 1,500 active users.” That’s more than 80% of the company.

Tying roles to skills paid off too, Plunkett said, noting learning leaders using Degreed dashboards quickly gained insights into the supply and demand for skills across the company — and now use that data to align workforce development with business objectives.

“We found some hidden gems where people had skills that were untapped,” Plunkett said. “In addition, we can now look at someone and say, ‘This person’s gone from this level and this skill to this level and this skill through interventions from their manager, coursework, development plans and more.’”





“Anecdotally, and literally within the last month, three or four different people have moved to different departments,” she said, noting they might have otherwise left the company. “For example, we had someone in HR who was brilliant. She had her PMP [Project Management Professional certification], but it wasn’t really being leveraged in HR. A project management position came up in Marketing. She saw it, applied for it, and boom!”

Helping the company stay competitive, people embraced content on a wide range of topics, exploring leadership, communication and project management and technical skills including React, MySQL and Docker and Kubernetes. Importantly, people feel engaged in their development as they own and drive their learning, share recommendations and develop skills for current and future roles, said Kim Ferreira, VP of Talent Development. “This is truly an integrated talent and development tool.”



Degreed helped Sales Engineer Jeff Wright quickly put together a personalized learning plan, which he described as the hardest part of any self-improvement journey.

“I tend to overanalyze, especially self improvement things, to the point where it prevents me from getting started,” Wright said. “This helped me fast track that part of the journey.”

And Degreed has helped the company with recruitment, by positively shaping the PointClickCare employer brand, Plunkett said. “Part of our value proposition for recruitment that’s now baked in is how much we value and invest in each employee’s growth and development. We are about transparency. Growth is open to everyone.”



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— **Cindy Plunkett**

Director of Learning Design and Development

# Results

## Opportunities Create Business Value

By integrating Degreed Experiential Learning with the company's talent acquisition platform, PointClickCare tackled employee retention. Providing people full visibility into internal growth opportunities through a continually updated talent marketplace “has been fantastic,” Plunkett said, because it reduces barriers to growth that cause people to leave.

“Just taking courses only gets you part of the way there, right?” she said. “But an opportunity lets you practice a skill and put it into actual application.”

In addition to showing people opportunities they already qualify for, Experiential Learning lets people compare their existing skills to those they might need. People love how this helps them advance their careers, which in turn builds business value, Plunkett said. “Every time we show people Degreed, I keep thinking that something else in the platform is going to be the thing that lights up their eyes. No, it's the Opportunities tab.”



# Results

## Mentoring Advances Talent

Matching people to experiential learning with mentors through an initiative L&D calls Skill Buddies has been particularly instrumental in advancing the goals of the organization.

“If a person wants to really work on a skill, we use Experiential Learning and the Skill Coach tool to pair that person up with someone who’s really strong in that skill,” Plunkett said, adding it’s been especially helpful in the advancement of women on Product and Engineering teams. “There was not even remotely close to equal representation between men and women. And it got worse as you went up in levels.”



So, how does this work? “A manager can look in Skill Coach and say, ‘All right, on my team I have someone who is a level 8 in Python and somebody who’s a level 3. I really want to bring up the skill level of that level 3 person,’” Plunkett said. “And you can have high performers really helping to cultivate some of your folks that might be at a lower-level skill. And nobody’s an 8 in every single skill. So you’re always going to have those opportunities to leverage people.”

To help women advance, senior leaders in Product and Engineering curated a Pathway on influential speaking, presenting to executives, executive presence and more. And then through Skill Buddies, “we looked at these women in tech that we’re mentoring to start some succession planning and really raise them up,” Plunkett said.

Moreover, she said, “we asked our chief people officer to start turning the dial up on the dialogue that leaders don’t own our talent, and that our senior leaders are actually accountable for developing organizational talent. We had not had those kinds of conversations before. That was helpful in opening up all of these opportunities in Degreed. That conversation started to permeate across the senior leaders — that they need to play an active role.”

# About Degreed

Degreed is the learning platform relied on by millions of employees from hundreds of global companies to build skills for today and tomorrow

Degreed connects self-directed learning, skill building, education access and insights so your organization can adapt faster and your people can advance farther.

With Degreed, organizations drive agile talent development with better insights and skill data, and employees own their upward mobility through learning experiences and access personalized to their expertise and interests.

Founded in 2012, Degreed is headquartered in Pleasanton, California, with additional offices in Salt Lake City, New York, London, Amsterdam, and Brisbane.

Learn more about Degreed: [Website](#) | [YouTube](#) | [LinkedIn](#) | [Twitter](#)

