

Critical Responsibilities and High Stakes:

The Case for a Management System Designed for Safety Professionals *by* Safety Professionals



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Introduction

Born out of a workplace tragedy, PureSafety has a deep understanding of the challenges involved in managing workforce safety and health programs — and what's at stake. For over a decade, the company has leveraged the power of web-based technology, safety best practices and professional expertise to help its customers improve safety, health, efficiency and profitability. Now offering the industry's most comprehensive suite of web-based solutions for professionals in Safety, Occupational Health, Claims/Medical Case Management, Risk Management, Human Resources, Training and related fields, its initial focus was in the area of online safety training. "Safety" is the key word — the company has never provided mere "training" courses. Its entire course library (over 600 titles and growing) and innumerable courses created for specific clients are designed to ensure a highly effective *learning experience* that will help change behaviors, improve workforce performance, prevent injuries and, most importantly, save lives.

Given its rich safety history and culture, it is no surprise that PureSafety is first to market with an innovative new management system designed specifically for safety professionals *by* safety professionals: the PureSafety Enterprise Learning and Safety Management System (LSMS). Based on extensive input from customers, prospects and a wide range of in-house and industry experts, the Enterprise LSMS is an all-new platform for PureSafety and, as the name suggests, a new *type* of system altogether. That's a bold step — but the reality is that safety professionals *need* a new type of system that's powerful enough to help them keep up with workforce safety and health challenges, make the most of limited budgets and resources, and enhance compliance, risk management, corporate governance and culture.

Existing State vs. Ideal State

The case for the Enterprise LSMS becomes evident when comparing it to other systems. As the industry's first LSMS, some might say there's no other "learning and safety management system" to compare it to — but that's the point. Until now, safety professionals have used a range of management systems that *weren't* designed for their needs. Typically, they have also had to employ disparate software solutions (and manual approaches) to cover their diverse responsibilities. Maintaining and updating multiple solutions, entering the same data in multiple places, devising workarounds because a system wasn't designed to do what you need it to do — inefficiency abounds.

That's just one area where the existing state falls short of the ideal state. More drawbacks emerge when you consider the difference between "training" and the deeper learning required to drive safety results. The market is saturated with systems that deliver and track training, but with few exceptions, they were initially designed for academic settings, "soft skills" or niche industry training, or other educational purposes — *not* safety. Safety training is distinct from other training — the approach is different, the objectives and management needs are different, the people are different, and the risks are often much higher. Safety professionals need a system that helps them promote and gauge *learning* — a level of comprehension and retention that will lead to positive outcomes. This has always been PureSafety's focus, as evidenced by the nearly 50 customer success stories posted on its website. Embodying that focus, the Enterprise LSMS is the first and only delivery, tracking and management system designed from the ground up with safety training, learning and outcomes in mind.

Compliance is another area where the existing state is often less than ideal. Safety training records are too important to be buried in a separate system — or maintained manually because your system doesn't handle compliance at all. Centralizing training, safety and compliance in one system — a fundamental goal of the Enterprise LSMS — isn't just more convenient. It also means that when someone asks for compliance records — an OSHA or MSHA inspector for instance — you will be able to access and promptly deliver them. That makes a good first impression and can deflect extra questions and scrutiny.

The same reasoning applies to your internal safety culture. Conveying safety and health messages via a system designed for other purposes tends to dilute those messages. Conversely, a dedicated learning and safety management system greatly increases the visibility of safety programs, shows your organization's commitment to safety, and helps employees better appreciate safety and health programs and their impact.

Does the PureSafety Enterprise LSMS Really Do More than Existing Systems?

Almost all safety professionals would agree that the existing state has shortcomings — but does the PureSafety Enterprise LSMS really represent a more ideal state for safety professionals? The answer is a solid “yes.” Even better, PureSafety's innovative platform is specifically designed to enable impressive expansions in the near future — so your ideal state will continuously become *more* ideal.

To start with what's available now — Enterprise LSMS 5.0 — the new system stands out in several important ways:

- **More Tools to Streamline More Tasks** — From creating and delivering training materials, to assigning and tracking training, to scheduling and distributing reports, the Enterprise LSMS empowers safety professionals in the areas where they need it most. Extensive automation options, flexible employee management features that adapt to *your* hierarchy, more than two dozen off-the-shelf reports, and seamless connectivity with HRIS and other internal systems are just a few of the outstanding features.
- **Safety Management Features** — The new system lives up to the “safety” in its name. For example, the LSMS makes it easy to create safety audits and inspections to monitor compliance, surveys to identify perception gaps and drive continuous improvement, scorecards to monitor leading safety indicators, and workplace polls to help assess potential risks. Upcoming releases will add interoperability with PureSafety's comprehensive Occupational Health Manager® (OHM) software suite, including its Safety Manager module, as well as new innovations to cover an expanding range of learning and safety management responsibilities.
- **Focus on Compliance-Based Training** — The Enterprise LSMS was built with compliance-based training in mind. Consequently, it is set up for a proactive “push” approach to training rather than the less stringent (and less effective) “pull” approach of most training delivery systems. With many features designed to promote accountability, the system understands that safety training is not a “nice to have” — it's a “must have.” Powerful tracking and monitoring, real-time reports and an internal two-way messaging system all help ensure higher training completion rates and deeper learning, which can in turn lower injury rates and associated costs.

- **Blended Training Management** — The blended training approach is widely regarded as a safety training best practice, and is required for some topics, but few solutions are designed specifically to allow you to create and manage a blended curriculum. The LSMS excels in this area, enabling you to create a learning session that includes online and offline training, site-specific policies/procedures and testing all in one assignment. By making it easy to assign, schedule and track instructor-led, hands-on and online learning, including all annual OSHA training, the LSMS lets you manage your entire safety training program from a single solution.

A Dedicated System from a Dedicated Solution Provider

The Enterprise LSMS is essentially a dedicated system, designed to provide all the delivery, tracking and reporting tools needed to simplify and centralize training, safety and compliance programs — so you no longer have to worry about splitting critical information among multiple solutions or diluting your critical safety and health messages by using a system designed for other purposes. Similarly, the value of the Enterprise LSMS ultimately comes back to the dedication of the company behind it. The investment, experience and expertise that went into the LSMS are tangible — from the highly intuitive user interface to the streamlined workflow and convenient drag-and-drop functions, safety professionals will be pleasantly surprised to find that this system thinks like they do and is designed with their specific tasks and objectives in mind. That's because PureSafety's product development team worked closely with safety subject matter experts (SMEs) throughout the process, including the company's many in-house SMEs and its four certified safety professionals (CSPs). Those same professionals will help you get the most out of your LSMS by guiding you in courseware selection, providing training and tips, sharing industry insights and developments through articles and seminars, and more.

PureSafety's commitment is to do more, every day, to empower the real heroes of the companies we serve: *professionals like you*. We understand your value — both in keeping people safe, healthy and on the job, and in improving business performance. Safety is a key driver of operational excellence — when you increase safety training efficiency and reduce injuries, you also reduce costs and increase profitability. Better safety performance can also help a company get jobs and increase market share, improve its reputation in the marketplace and community, and become an employer of choice. In today's economy, or any economy, there is a very strong case for investing in the work of safety professionals — and giving them the tools they need to maximize efficiency and effectiveness. The PureSafety Enterprise LSMS is the first management system designed just for that purpose.