Global, Scalable Training at Ziemer Ophthalmic Systems AG

Ziemer Ophthalmic Systems AG is a Swiss-based medical technology company known for developing precision laser systems and diagnostic tools used in ophthalmic procedures. With a commitment to excellence in eye care, Ziemer's mission is to empower eye surgeons and medical professionals around the world with high-precision, minimally invasive technology that advances both safety and clinical outcomes.

Their vision is to redefine what's possible in ophthalmic surgery by enabling precision at the micron level, while providing accessible training and support to ensure medical professionals can fully leverage the capabilities of Ziemer technologies. As their devices have expanded in complexity and global reach, so too has the need for a robust, scalable, and compliant training ecosystem.

Benefits of the Training Program

Ziemer's training program delivers measurable benefits to the company, its customers, and its global partners. Among the most impactful:

- **Regulatory compliance:** The program supports stringent international regulations, ensuring each user is certified on the correct version of the device and software.
- **Consistent global standards:** Whether in Zurich or São Paulo, learners follow standardized, multi-language training that maintains Ziemer's reputation for clinical excellence.
- **Reduced support overhead:** Self-paced eLearning reduces on-site training time, freeing up service teams to support more installations and users.
- **Improved learning outcomes:** Structured learning paths and dynamic certification ensure users retain current and relevant skills.
- **Faster onboarding:** New employees, technicians, and distributor staff can access training on-demand and get up to speed faster than ever.

Who They Train

Ziemer's training program supports a diverse global audience, each with unique learning requirements and operational responsibilities. The key learner types include:

- **Internal service technicians**: Employees responsible for installation, maintenance, repairs, and technical support.

- **Distributor service technicians**: Technicians at partner organizations who deliver services and training in their regions.
- **Applications specialists**: Professionals who provide clinical and procedural guidance to healthcare providers.
- **Medical staff (surgeons, nurses, clinic personnel)**: End users of Ziemer equipment who perform or assist in surgical procedures.
- **Sales and product managers**: Individuals who need foundational knowledge to communicate product value and support adoption.

What Each Learner Type Needs to Know and Do

Each role requires targeted knowledge and skills to ensure operational safety, regulatory compliance, and optimal patient outcomes:

Internal Technicians

- Install, calibrate, and maintain complex laser systems
- Troubleshoot and repair hardware and software issues
- Perform software upgrades and regulatory reporting
- Required to maintain active, up-to-date certifications

Distributor Technicians

- Mirror internal technician responsibilities but operate in local markets
- Must complete Ziemer-assigned certifications before servicing equipment
- Serve as a first line of support for local medical staff

Applications Specialists

- Guide doctors and nurses on correct device usage
- Deliver procedural training for various ophthalmic applications (e.g., LASIK, cataract, corneal transplants)
- Provide clinical best practices for device configuration and workflow

Medical Staff

- Understand the device interface and software for surgical applications
- Follow patient safety protocols and configuration steps
- Participate in optional eLearning before in-person training to reduce classroom time and improve comprehension

Sales and Product Managers

- Gain baseline knowledge of product features, use cases, and market differentiators
- Understand clinical workflows enough to support customer onboarding

Challenges

Building and maintaining a global medical device training program is not without its obstacles:

- **Regulatory pressure:** European medical device regulations require proof of training effectiveness and certification by software version.
- **Cultural adoption:** eLearning adoption varies by country, with some markets preferring traditional training methods.
- **Content versioning:** Frequent device and software updates require dynamic content management and re-certification logic.
- **Departmental silos:** Other internal departments (HR, QA, clinical affairs) run separate training programs without shared infrastructure.
- **Language barriers:** Ziemer serves multilingual markets including German, Chinese, Spanish, and French speakers.

Best Practices – Training Program Roadmap Alignment

Ziemer's program aligns with Stage 3: Structured Training Ecosystem of the Training Program Roadmap. Key characteristics of this stage reflected in their implementation:

- **Role-specific training paths:** Clearly defined content, outcomes, and certification logic
- **Blended learning:** Combines self-paced online courses with hands-on classroom instruction
- **Dynamic certification**: Certification status is automatically updated or revoked based on product changes or training lapse
- **Measurement and compliance:** Training activity is tracked in real-time, and audits can validate readiness by individual, role, or region

These practices create a resilient training structure that can scale and adapt across geographies, regulatory regimes, and technological advancements.

Operational Execution

Ziemer's training operations are anchored by a centralized LMS (LatitudeLearning) and strategically designed to meet the unique needs of each learner type and market. Here's how their system works:

- Organizes learners by role (technician, doctor, distributor), geography, and certification requirements.
- Structures content using certifications that reflect real-world responsibilities and workflows.
- Delivers learner experience through a blend of SCORM-based eLearning modules, multilingual support, and on-site training.

- Manages content updates with integrated authoring tools (Storyline, Camtasia) and dynamic certification rules.
- Controls learner access using delegated user management.
- Assigns and tracks training automatically, with real-time dashboards and completion history used for audits and regulatory reviews.
- Rewards and incentivizes learners with official certifications required to perform service or training.
- Improves over time through learner feedback, regional performance trends, and evolving product lines.
- Measures success by monitoring audit readiness, course completion rates, certification status, and reduction in service incidents.

This high-functioning system enables Ziemer to efficiently train a global workforce while maintaining strict regulatory and operational standards.

Conclusion

Ziemer Ophthalmic Systems has transformed training from a logistical necessity into a strategic differentiator. With a focus on compliance, flexibility, and scalability, their training ecosystem supports global product adoption, reduces operational risks, and ensures that every learner—from technician to surgeon—is prepared to deliver on the promise of precision eye care.

To learn more about Ziemer's technology and global training program, visit www.ziemergroup.com.