Holly Coons

Director of Learning & Development

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• Fort Walton Beach, FL, US

Accomplished Healthcare Facilitator and Instructional Designer with comprehensive years of experience in curriculum design, development, and delivery of instructor-led, web-based, and clinical training programs. Expertise in EMR workflows and patient care, with a strong track record of enhancing performance through needs-based program development. Over 20 years of diverse experience in training, education, and leadership, including 14 years specializing in healthcare. Extensive background in EMR implementations and training design. Certified in True Colors, Crucial Conversations, and Crucial Accountability, with proven leadership, communication, and collaboration skills. Well-versed in utilizing multimedia tools and learning technologies to create impactful learning experiences. Adept at building high-performing teams, leading cross-functional projects, and aligning L&D strategies with organizational goals to maximize ROI. A visionary leader with a commitment to fostering continuous learning and development to drive organizational success.

Areas of Expertise

- Instructional Design & Technology
- Learning Management Systems
- Performance Coaching & Improvement
- Project & Program Management
- EMR Implementation and Education
- Software Implementation Management
- Curriculum Design & Development
- Diversity, Equity, & Inclusion Initiatives
- Team Training & Development
- Client Engagement Management
- Problem Solver & Decision Maker
- Training Needs Assessments

Professional Experience

Senior Instructional Designer, Learning and Development | Honest Health
2025 – Present

Direct the design, development, and deployment of role-based and compliance training programs at Honest Health, ensuring alignment with organizational priorities and regulatory requirements. Lead the creation of innovative learning experiences that incorporate cutting-edge e-learning tools, simulations, and AI-driven solutions to enhance engagement and performance. Partner with leadership and subject matter experts to translate business objectives into actionable learning strategies that support both individual development and operational excellence.

- Designed and launched a comprehensive role-based training program scheduled for enterprise-wide implementation by year-end.
- Created and implemented compliance training initiatives resulting in a 100% completion rate across the organization.
- Introduced new e-learning technologies to support simulations and AI-based learning, increasing interactivity and learner retention.

Director, Learning and Development | Emcara Health (Formerly known as PopHealthCare)
2024 – 2025

Lead the strategic direction and execution of all Learning and Development initiatives, ensuring alignment with organizational goals and fostering a culture of continuous learning at Emcara Health. Oversee the design, implementation, and evaluation of comprehensive training programs for employees at all levels, enhancing their skills and ensuring high performance across the organization. Collaborate with senior leadership to identify skill gaps, business needs, and development priorities, translating them into tailored learning strategies.

- Implemented a company wide training intake process that uses analytics to report on capacity planning and maps operational objectives to training project priorities.
- Maintained a 100% compliance training completion rating during annual the annual compliance training period.
- Implemented the use of AI tools to incorporate in instructional design and delivery methodologies.

Senior Educator, Learning and Development
Emcara Health (Formerly known as PopHealthCare)
2020 – 2024

Designed, implemented, and led educational programs, including EMR training for myAvatar and Athena Health, New Hire Orientation, and ongoing training initiatives. Developed comprehensive training materials, assessments, and instructional strategies, ensuring alignment with project objectives. Created content for instructor-led, online, and mobile learning platforms, focused on EMR systems. Served as a subject matter expert, providing advanced training and coaching for team members and leaders. Assessed learner performance and measured the impact and effectiveness of training programs. Delivered project status reports/results to management.

- Improved operational efficiency by executing successful EMR system updates and integrating new business lines.
- Drove organizational growth by improving technology-specific learning programs and supporting broader educational initiatives.
- Streamlined eLearning content deployment, ensuring seamless management of the Learning Management System (LMS).

Senior Instructional Designer 2016 – 2020
HCA Clinical Services Group

Analyzed, updated, and customized training materials to ensure alignment with customer experience strategies and HCA Quality Standards. Collaborated with the Director and team members to define and establish customer-centric training goals, objectives, and modules. Evaluated training effectiveness through program assessments, test results, and feedback, offering actionable recommendations for program enhancement. Developed and implemented robust evaluation tools and strategies to measure the success of learning and performance outcomes.

- Enhanced performance by identifying learning objectives and implementing targeted training solutions through comprehensive needs assessments, including management reinforcement, rewards, and job aids.
- Developed and launched new training programs from scratch, collaborating with subject matter experts and mentoring team members to ensure high-quality content creation.
- Delivered robust training solutions by applying adult learning theory to select optimal media and methodologies based on audience needs, location, and course objectives.

Instructional Designer 2012 – 2016
HCA Physician Services Group

Led orientation and on-the-job training for new hires. Conducted "train the trainer" sessions for Market-Based and Implementation Analysts. Managed and developed the Ambulatory Care Podcasting Channel. Created educational iBooks for providers on the iPad platform. Coordinated bi-weekly WebEx lunch-and-learn sessions for 100+ participants. Developed and maintained content for the eCW training environment. Contributed to EHR upgrades, analysis, and UAT testing. Certified in eClinicalWorks Version 10.

- Enhanced training effectiveness by designing and implementing comprehensive programs for ambulatory EMR systems (eClinicalWorks), benefiting both end users and field trainers.
- Improved analyst proficiency through leadership of core training and ongoing education sessions for EMR analysts via WebEx and in-person classes.
- Maintained healthcare practices' compliance by developing and updating Meaningful Use Stage 1 & 2 materials and assisting with PQRS training.
- Streamlined learning processes by producing high-quality materials such as facilitator guides, participant guides, eLearning modules, and job aids.

Instructional Designer 2011 – 2012
Brookdale Senior Living

Created templates and backgrounds for media and materials. Developed clear, informative materials and scripts for participants and facilitators. Cultivated and maintained partnerships with key business partners to ensure content accuracy. Researched and authored communications on policy and procedural updates. Analyzed and tracked training program effectiveness through learner satisfaction. Delivered training sessions as needed.

- Improved learning outcomes by designing and implementing targeted training programs, including computer-based solutions, with diverse instructional techniques.
- Streamlined training delivery with the creation of comprehensive learning materials, such as facilitator guides, workbooks, PowerPoint presentations, and job aids, tailored for various formats.
- Boosted training effectiveness by producing e-learning and developmental projects using tools like Microsoft Project, Captivate, Lectora, and Photoshop.

Additional Experience

Training Developer – HCA Shared Services Group (2010 – 2011)
Sprint PCS – Implementation Sales Project Manager and Call Center Training (2003-2008)

Education & Credentials

- ➢ Goodpasture Christian School
- ➢ ASTD Certificate Certifications in Designing Learning, Facilitation Skills, and ADDIE.
- ➢ Current technical certifications in Microsoft Project, Adobe E-Learning
- ➢ Certified True Colors, Crucial Conversations, and NTRINSX facilitator.
- ➢ Active member of the E-learning Guild.
- ➢ Certified in eClinicalWorks and Athena

Professional Affiliations

➢ Active member of National Association of Photoshop Professionals (NAPP)
➢ Former Vice President of finance & board member – Middle Tennessee Chapter of the American Society for Training and Development
➢ Active member of National and Local chapters of the American Society of Training and Development

Technical Proficiencies

Microsoft Office/Windows | Captivate | Canva | SmartSheet | Photoshop | Camtasia & SnagIt | Articulate Storyline | Well Said Labs | Salesforce | Athena | myAvatar | eClinicalWorks | Innovaccer | AI tools | Colossyan | Chat GPT | Litmos | Healthwise | Trainn AI | Relias