

AI ADOPTION IN FEDERAL HEALTHCARE LEARNING

Case study | Tiffany Marciales | Defense Health Agency (DoD), 2025–2026

The challenge

A four-person instructional design team needed practical ways to produce and revise learning materials more efficiently. Licensing budgets limited the ability to adopt paid tools, while team members faced a learning curve with emerging AI-assisted production methods.

My role

As Senior Instructional Systems Designer, I took the initiative to research and test free or low-cost AI-assisted video-editing and content-creation tools before recommending useful approaches to teammates. I was an internal champion and peer coach, not the owner of an agency-wide AI deployment.

What I did

- Explored and evaluated tools: tested AI-supported creation and editing workflows myself before suggesting them for team use.
- Demonstrated practical applications: showed colleagues ways to apply emerging tools in everyday learning-content production.
- Coached through adoption: offered one-on-one help and informal “coffee break” conversations to exchange ideas, answer questions, and ease the learning curve.
- Kept instructional quality central: continued SME review and accessibility-oriented practices as AI-assisted tools entered the workflow.

Reported outcomes

~50%	~25%	4 people
Estimated reduction in my own production time	Estimated improvement in colleagues’ production efficiency	Instructional design team supported

What this demonstrates

AI adoption succeeds when a practitioner can evaluate what is useful, translate it into real workflows, and support people through change—not simply introduce a new product. This approach combined learning design, peer enablement, technology evaluation, and continuous improvement.

Scope and confidentiality

This is a high-level account of professional experience. It does not include protected DoD information, restricted materials, internal project names, or learner data. Percentages are retrospective, self-reported estimates rather than audited productivity metrics. No named product is claimed as formally procured or approved by DoD.

Areas of expertise illustrated: AI adoption • AI-assisted content development • peer coaching • learning technology evaluation • learning experience design • accessible learning.