



Global Learning Program for Consumer Healthcare

1 PROBLEM

In 2009, consumer healthcare was one of the fastest growing life science sectors. To capitalize on this growth, our client decided to double their consumer healthcare business by 2015. Our client identified a key differentiator for competitive advantage to be the sales force's general scientific knowledge. Our training partner was tasked with designing a training program for Consumer Healthcare that would give employees the science knowledge required to have in-depth conversations with healthcare professionals.

2 APPROACH

Our training partner interviewed key stakeholders, reviewed all existing training materials, liaised with our client's technical support group, and hosted a working session with our client's subject matter experts. From this analysis, content outlines were developed and wireframes and storyboards were presented to the client. Once the client approved this framework, content was created and the eLearning build began.

3 SOLUTION

Our training partner delivered in-depth, modular training on the science behind eight of our client's Consumer Healthcare brands across two distinct portfolios. Multiple audiences received this training, including sales representatives, first- and second-line sales managers, marketers, senior leadership, and other cross-functional teams. These modules were translated into various languages for global implementation. The breadth of the target audience in this project had rarely been previously attempted. Our training partner also provided online application scenarios that presented a unique, interactive simulation experience and gave new insight for all audiences into selling for this line of products.

4 BENEFITS

The global learning program was met with accolades across the company. The program successfully supports the goal of enhancing in-depth science knowledge to increase competitor differentiation and the quality of healthcare professional interactions, and consequently sales. Due to its success, the learning program received a distinguished award from our client's organization in recognition of its ability to drive organizational strategy.

QUESTION PROMPT



ANSWER FEEDBACK



MODULE SCORE

