ScienceMedia

Medical Science Education On-Demand

Elevating Clinical Competency Across a Diverse, Global Population

Learning Transformation Through Innovation

This case study highlights how the Training and Development department at a large, top 5 global pharmaceutical company was able to efficiently and effectively improve clinical competency and meet the varying needs of their global Medical Affairs and Commercial Sales organizations through the utilization of tailored, mobile training delivered at the point-of-need…while doing so with significantly less time and cost.

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Challenge

For any training department, successfully supporting the ever-changing learning and development needs of an organization is an exciting, yet very challenging task. Meeting these needs as an extremely large, top 5 global diabetes company with the responsibility of on-boarding and continuously educating a diverse learning audience with unique learning abilities and needs in multiple countries might be considered a near-impossible task, especially with outdated, fragmented training content spread across disparate systems. This is the test one training team at a prominent, Fortune 50 life sciences company faced.

Among the many components that are needed to support education from a learning and development perspective, one of the most critical is the need to establish a user-friendly, continuous learning platform that could be deployed globally, efficiently, and economically while raising the level of clinical competency across the organization through the delivery of effective and engaging mobile training.

To meet the company's need, the team wanted to implement one solution that combined reputable learning content with a robust, yet easy-to-use "Global Diabetes Training Platform" that would provide access to foundational and continuous medical education on diabetes pathophysiology, epidemiology, and treatment options, as well as specific information on the company's portfolio of diabetes products, services, and devices.

Some of the key criteria the training department identified included:
- Single solution for on-boarding, training, and continuous learning
- Cost effective, off-the-the shelf disease and therapeutic area training content to support unique and varying learning needs of Commercial Sales and Medical Affairs audiences
- Reduce unnecessary face-to-face training complexities and effort duplication
- Flexibility to support custom, product-specific content
- Ability to deploy globally with translation of learning content
- Bite-sized, searchable, vetted medical content that leverages today's mobile technology
- Rapid implementation to meet demanding timelines with low IT burden
- Ability to integrate learning content with LMS, if desired
- Scalable to easily support future content updates, system reporting/analytics of learning activity, etc.

Solution & Approach

After a thorough and detailed analysis of the organization's current and future-state needs, the company decided to initiate a comprehensive, research-backed RFP process. At the conclusion of the RFP evaluation, the company ultimately decided to transform their global learning processes by implementing ScienceMedia's innovative cloud-based medical science education platform, SMi Source™.

SMi Source is a powerful, mobile, on-demand learning library consisting of over 200+ full courses and 15,000+ microlearning topics covering a vast category of disease and therapeutic areas. It combines Google-type navigation simplicity with accurate, reliable, and fully referenced multimedia learning content presented in an engaging YouTube-like format. SMi Source is designed to provide a quick search and retrieval of critical information, drive self-directed learning and engagement that can be applied on-the-job, and free resources from the time and cost burdens of building, updating, and maintaining learning content. SMi Source is accessible anytime, anywhere, on any device, and can be integrated with any LMS.

ScienceMedia collaborated with the company's training department, as well as the diabetes team, to identify training content, materials, and information needed to support various stages of the learning continuum, including new-hire onboarding/foundational training, continuous training, and targeted, needs-based and reinforcement training. Using ready-made and highly effective content from SMi Source as a starting point, comprehensive and robust training curricula specific to diabetes were quickly developed and deployed through a combination of SMi Source and the organization's LMS.

Along with leveraging more than 20 hours of available off-the-shelf diabetes content in SMi Source, the organization also tasked ScienceMedia with developing custom, product-specific multimedia training content. The custom content was translated and deployed in separate SMi Source production environments to each global market to accommodate the organization's need to supply separate and secure, proprietary training content based on each geographic area's rules and regulations.

Additional high-science disease and therapeutic content including immunology, cardiology, biologics, and pediatrics was later leveraged by other parts of the organization's internal medical professional teams in an effort to provide readily available and point-of-need information during HCP and KOL interactions.

Results

Through the adoption of SMi Source, this diabetes company was able to drive global learning innovation that today's mobile workforce appreciated and embraced. The highlights included:

- Estimated cost savings of over $750K by leveraging continuously updated off-the-shelf disease and therapeutic content vs. custom developed content
- 4x reduction in time-to-deployment by leveraging off-the-shelf content compared to custom developed content (1 month vs. 4 months)
- Product-specific custom content localized for reuse at global affiliates
- Global consistency in driving foundational and continuous learning content and curricula
- Over 1,100 lesson views, on average, monthly by learners across the organization
- Over 6,700 microlearning topic views, on average, monthly by learners across the organization
- Access to trusted, on-demand microlearning anytime, anywhere, on any device
- Reporting and analytics on critical learning analytics/metrics to support strategic organizational and training decisions
- "Extremely positive" feedback with "seamless and significant adoption and engagement" reported by the training department

Looking for Learning Innovation for
Today's Life Sciences Professionals?

Learn more about

SMi Source™

CONTACT US FOR A DEMO!

About ScienceMedia & SMi Source™

For nearly 25 years, ScienceMedia has been delivering innovative learning solutions aimed at improving clinical competency throughout Life Sciences' R&D, clinical, medical affairs, and commercial organizations worldwide.

SMi Source™ is the industry's only cloud-based, on-demand, multimedia training content library of 15,000+ microlearning topics and 200+ full courses.