



Breaking the Wall Between Commercial and Medical Affairs

How Successful Companies Are Taking an
Innovative Approach to Delivering Sustainable,
Cost-Effective, and Consistent Training

We've become a society that values efficiency, adaptability, and finding new and different ways to surmount obstacles that have been created by "traditional ways" of doing business. In order to excel, the biopharmaceutical industry must adopt this attitude. The new models for organizations reflect a push to be ahead of the curve, to raise the bar for innovation, and to anticipate trends and opportunities for creating more sustainable, cost-effective, and consistent solutions to an organization's needs.

However, despite the push for "new" and "different," much has stayed the same for decades. For example, Medical Affairs, Commercial Sales and Marketing teams have been kept in walled-off, even isolated, organizational structures largely because of regulatory norms. Consider the following overlaps that define key career competencies on both sides of the wall:

Therapeutic area knowledge

Disease state knowledge

Product-related knowledge

While the common denominator of necessary shared knowledge should lend itself to a common solution, the separation of the two parts of the organization tends to lead to disparate training approaches with a scattered array of methods, content, and materials by which training is delivered. Why have two completely different training curricula with significant, redundant spends? This approach is an unnecessary drain on an organization's bottom line. Both Medical Affairs and Commercial teams have an overlapping need for effective, ongoing education provided by a team that is strategic and shrewd with its training expenditures. The governor needs to be the difference in how the information is applied and delivered, not the core content.



Working with busy professionals on both Medical Affairs and Commercial teams who are advanced-degree holders, and who have become more data-competent, requires finding the right solution to most effectively and efficiently train adult learners. Based on the ground-breaking research of Dr. Richard E. Mayer, the best way to convey information and ensure the uptake of key messages with complex topics is to design a multimedia training format aligned with the principles of adult learning and cognitive behavioral approaches. Other tenets that ensure success are:

User-driven content

Dual channels of visual and auditory processing

Small, easily-digestible individual topics

Flexibility to revisit topics and messages

According to research, the best way to drive learner retention is by providing learner-driven content in small modules via a method called **“microlearning.”** These microlearning modules utilize dual sensory channels, which allow learners to organize coherent mental representations that they can integrate with existing knowledge, thereby allowing them to ingrain new knowledge along existing neural pathways. This increases the speed of uptake and the amount of new information retained. Allowing learners to revisit key messages as they deem necessary, and to drive their own learning further increases understanding and aids the ability of learners to leverage their new knowledge in a practical fashion. In addition to foundational training, the ability to review, retrain, and also continuously deploy training to new team members begs for a solution that can be utilized as-needed, and updated as an organization’s needs evolve.

New therapies, new diagnostics, and new devices have all become more sophisticated and the clinical trials to validate them for market have become increasingly more complex. Molecular and genomic understanding are key to conversing with thought leaders and selling to prescribers. Whether Medical Affairs or Commercial teams, the commonality exists that new information needs to be disseminated to teams on a continual basis and learning must be delivered for maximum comprehension. As such, savvy companies have begun to break down the wall between Medical Affairs and Commercial teams to create a sustainable, more cost-effective, and practical approach to training teams by utilizing the same content and platform. *Are you and your organization ready to cross to the other side of this learning content wall?*



How do you break down a wall as historically daunting as the one that separates Medical Affairs and Commercial Sales teams, and serve, in practice, the needs of both teams? How do you provide multimedia training content in a platform that is audit-ready and user-driven with the ability to search content and continuously update and revisit information? Whether you've just begun to chip at the mortar between these disciplines, have found a hole in the wall, or don't know where to begin your break-through to training efficiencies by leveraging content and platforms between teams, there is a proven tool to support your needs.

Enter **SMi Source**™

SMi Source is an innovative, mobile, on-demand medical education library that consists of over 16,000 microlearning topics on a broad spectrum of therapeutic areas and disease states. These 1–5 minute eLearning topics may be assembled into courses by Learning & Development teams or designated training leads to create customizable, turnkey, continuously-available training for all facets of pharmaceutical organizations. Over 400 full courses are at-the-ready to be deployed for immediate training needs, or a curated approach that is specific to the organization's needs may be employed. Mixing and matching microlearning topics along with the ability to create or insert content created by the organization such as learning objectives, links, and assessments allows for a solution that serves the needs of both Medical Affairs and Commercial teams.

What makes **SMi Source** the most effective tool for biopharmaceutical companies to serve both Medical Affairs and Commercial teams?

Key features include:

- Intuitive Search and Engagement Interface
- Single-Sign-On Access from any Device or Desktop
- 16,000 Topics, 400+ Turnkey Full Courses
- Ability to Share, Download, and Build Courses from a Robust Content Library
- Easy LMS Integration
- Translation, Globalization, or Localization for an Enterprise-Wide Training Solution



As **SMi Source** has been deployed within dozens of top-tier biopharmaceutical companies, stakeholders and users have been surveyed to assess their experiences with SMi Source. Just short of pleasing everybody (after all, we're not chocolate!), an overwhelming majority of users gave positive feedback about their experience with **SMi Source**, with 97% responding that the experience was Positive or Very Positive, and providing responses such as:

"Quite informative. Well organized. Great looking."

"Very comprehensive—excellent!"

"Good animation images and useful tables."

"Lesson was very helpful, [with] the right amount of detail."

SMi Source isn't just a quick fix or a single-facing or one-time-use training; it is customizable on a role-by-role basis to meet a myriad of needs, and to break down the departmental barriers restraining a comprehensive, enterprise-wide training solution. But a product can only be called a solution if it surmounts the obstacles facing Medical Affairs and Commercial teams, other roles within the biopharmaceutical space, and, most importantly, the intended trainees who actually use the materials. **SMi Source's** real-time usage analytics show that companies integrating **SMi Source** into their training curricula have users access the content once every 21 seconds on average. (No, it's not a typo—EVERY 21 SECONDS a topic is downloaded!)

SMi Source is your solution to not just "break the wall" between Medical Affairs and Commercial training needs, but to break down the barriers preventing your organization from operating more sustainably and cost-effectively. **SMi Source** will consistently provide the most up-to-date and comprehensive therapeutic area and disease state training for your organization. Contact **ScienceMedia** at info@sciencemedia.com, or visit our website at www.sciencemedia.com to put effective, wall-busting tools into your hands so you can start using budgets more efficiently and teaching your teams better with training that really works!

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 leading cloud-based, on-demand, multimedia training content library of 16,000+ microlearning topics and 400+ full courses.

