

**THE  
CHANGING  
FACE OF  
PHARMA  
TRAINING:  
NEW TECHNOLOGY,  
PROVEN METHODOLOGY**

## **If you watched the 2010 Winter Olympics you know something about the changing face of pharma training. Yes, really.**

- **Technology has revolutionized the experience.**

Bobsleds today are in a different category than those of prior generations based on new materials. For pharma trainers, new delivery mechanisms (mobile, virtual experiences, augmented reality) are similarly revolutionary.

- **Yet proven methodologies remain.**

Winning the gold medal for bobsledding in 2010 requires the same skills (and courage) as those of earlier athletes. And even as technology changes how training is delivered, the fundamentals, the basics, the proven core architecture remains the same.

The trick—whether you're a bobsledder or a pharma brand manager who needs to engage the sales force—is mastering the right balance of new technology and proven methodology.

The payoff is huge: gold medals (and maybe some sponsorship deals) for the bobsledder; and for the brand manager, inspiring the salesforce to successfully deliver the product to market, grabbing market share (and no end of glory in the corporate office).

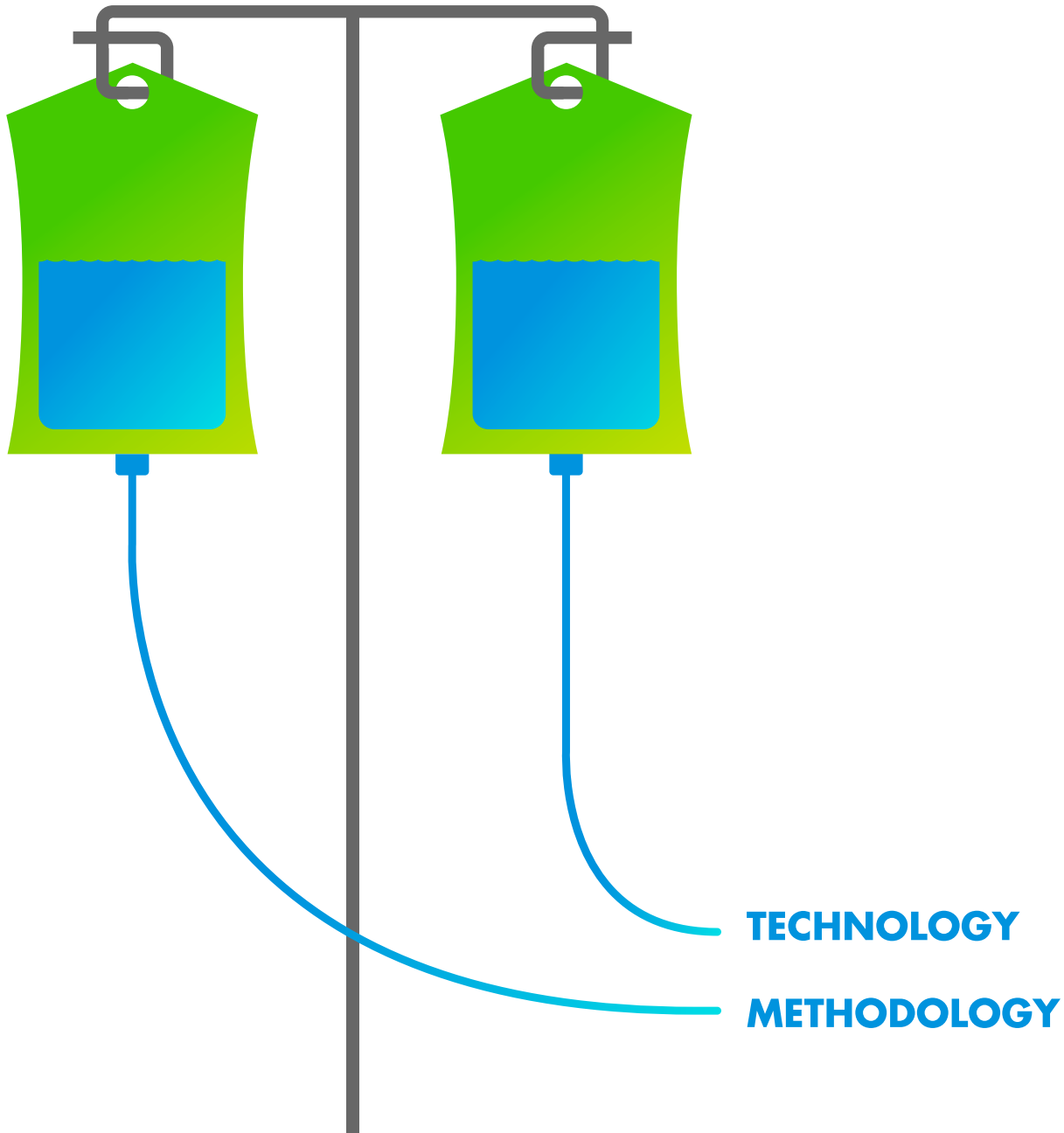
Here's how we at Jack Morton achieve that balance.

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**THE TRICK  
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## **Certain fundamentals hold true no matter how training is delivered.**

- **Adults learn in an ordered fashion.**

They move in stages from Awareness, to Understanding to Commitment to Action. We believe it based on our decades of experience; the American Society of Training & Development calls this the Adult Learning Continuum (ALC).

- **Strong design and development is crucial.**

We use the ADDIE model (Analysis, Design, Develop, Implement, Evaluate), another industry best practice.

- **Art and science of effective training**

If ALC and ADDIE are the “science” of effective training, the “art” is no less fundamental—and that art is all about rich creative and interactive elements achieved by robust training and experience design.

Crucially, it's in the design phase that we address not only creativity and interactivity, but also technology—and specifically, what delivery makes most sense.

The goal is to establish a complementary delivery technology that best activates the overall training experience. The technology used must be the right fit for your learning audience. Like the modern-day bobsled, training is a custom fit solution.

When designed right, the combination of content and delivery make your people feel connected to the training experience. It leads to moments of deep insight and keeps them engaged and motivated—and most importantly, optimizes content retention and knowledge transfer.



## CUSTOMIZED TRAINING



**LIKE THE  
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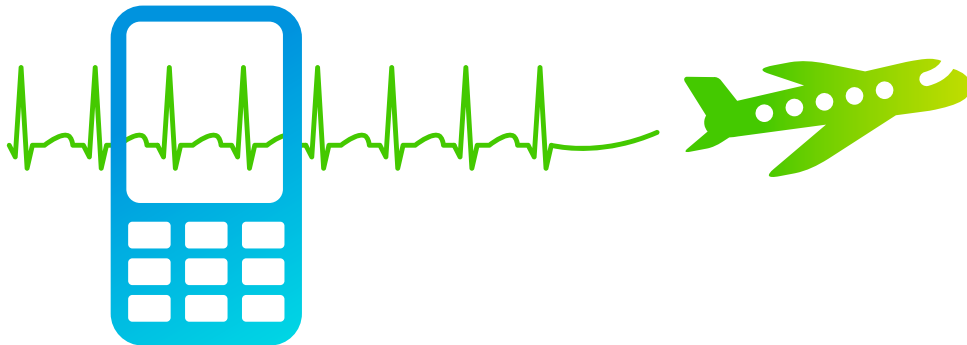
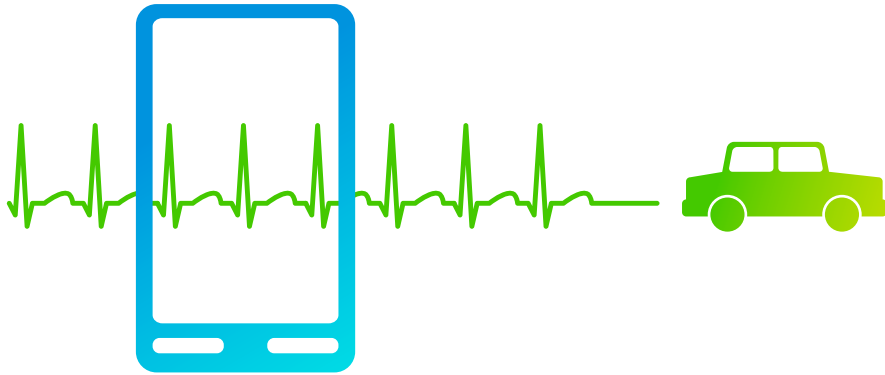
# NEW TECHNOLOGIES THAT INTEREST US

- **Mobile learning**

Mobile learning, or M-learning, can take many forms; for instance, training courses delivered to field sales reps through MMS push, podcasts, blogs or via custom applications on their mobile devices or within their favorite social networking environment—all to fit into their hectic on-the-go lifestyles. By integrating the training design and technology with the target audiences' every day life, Reps are able to complete a training course right before meeting with a key client and have a more targeted, "just-in-time" training experience. M-learning is already in practice in many industries and a great example of using technology to enhance a training event.

- **Virtual conferences**

Competing demands and rising travel costs can make coordinating a live training event a challenge at times. At such times, virtual environments can replicate key characteristics of face-to-face training—with the added benefit of occurring when sales reps are available, motivated and committed to the experience. Sales Reps can watch a live or pre-recorded video, ask questions, receive responses, network with peers and download key content on their desktop. Similar to M-learning, participants receive the training they need "just-in-time." Although it's not a replacement for face-to-face training, virtual conference technology can satisfy training needs while meeting organizational business objectives and keeping travel time and costs down.



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- **Augmented reality**

Augmented reality describes a real-world environment that is enhanced by computer-generated imagery experienced on a screen of some kind (mobile device, computer). It has great potential to enhance training. For example, a pharma key opinion leader speaking at a conference about the latest drug indication could interact with the “molecules” of a new drug to show how it affects the human body – the molecule would appear to actually exist in 2D form. Augmented reality can turn a straightforward presentation into a hands-on “show” (not “tell”) experience.

### **Our training experiences in action**

- We helped **Abbott** design and implement an online certification program for the sales force that dramatically improved results. We achieved a certification benchmark of 90% and 100% compliance.
- Combining live and digital training experiences can be especially effective. We helped **Eisai Pharmaceuticals** engage and inspire their critical care/oncology sales force with an interactive online game and an updated version of a classic board game—enabling line managers to gauge sales skills in a creative format.
- We helped **Waters Corporation** launch its new brand with a virtual conference that got employees aligned behind its vision and goals—extending reach and impact while achieving cost efficiencies.

# THE WAY FORWARD

M-learning, virtual conferences and augmented reality are just a few of the examples of emerging technologies we've been integrating into the experiences we create, and that we feel are immediately relevant to effective pharma training—assuming, of course, that they're right for the brand, the sales force, the situation.

Just as a bobsledder drives a sled specifically designed for their height, weight and build, during our training analysis phase we create a full audience profile matching delivery methods to their needs, resulting in the right “fit” of delivery methods and technologies.

# OUR EXPERIENTIAL TRAINING POINT OF VIEW

- 1** The most effective learning happens when training engages the heart as well as the head.
- 2** Science (strong instructional design) + Art (rich creative and interactivity) = Great training
- 3** People learn by doing. Training strategies should simulate real performance conditions.
- 4** All training can (and should) be measured.
- 5** Training should always “custom fit” the audience, brand and business goals. This assures 100% relevance and optimum knowledge transfer vs. off-the-shelf solutions.
- 6** Motivated and inspired Sales Reps learn more quickly.
- 7** Senior management commitment is a key success factor in training.
- 8** Training must be sustainable (we design programs to allow for easy updates/enhancements).
- 9** Attention spans are shorter now (we design training with incremental and self-paced solutions).
- 10** Interactivity is a must. Interactivity means people play an active role in their personal development.

# AT JACK MORTON, WE

- design and deliver launch experiences that get sales ready and motivated to bring products to market
- create experiences that support client needs throughout the product cycle, across audiences and media (live, online, 3D, interactive)
- bring clients face-to-face with critical B2B audiences through trade shows and conferences
- orchestrate highly targeted consumer campaigns that build brand relationships, awareness and word of mouth
- activate sponsorships to grow brand relationships and maximize the impact of sponsorship spend
- partner with clients to ensure that internal stakeholders understand where the brand and business are going, especially in times of change and consolidation
- help our clients build experience brands

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For more information, contact Liz Bigham at [liz\\_bigham@jackmorton.com](mailto:liz_bigham@jackmorton.com) or 212-401-7212.

**JACK MORTON WORLDWIDE IS A GLOBAL BRAND EXPERIENCE AGENCY. WE CREATE EXPERIENCES THAT STRENGTHEN RELATIONSHIPS BETWEEN BRANDS AND THE PEOPLE WHO MATTER MOST TO THEM—THEREBY HELPING OUR CLIENTS BECOME TALKED-ABOUT EXPERIENCE BRANDS. RATED AMONG THE TOP MARKETING SERVICE AGENCIES WORLDWIDE, WE INTEGRATE LIVE AND ONLINE EXPERIENCES, DIGITAL AND SOCIAL MEDIA, AND BRANDED 3D ENVIRONMENTS THAT ENGAGE AND INSPIRE CONSUMERS, BUSINESS PARTNERS AND EMPLOYEES. OUR STAFF WORK ACROSS THE US, EUROPE AND ASIA-PACIFIC AS PART OF AN IDEA-LED AGENCY CULTURE.**

### **About Jack Morton's Experiential Training team**

Training design, development and implementation have been key Jack Morton offerings for over 30 years.

We provide proven training solutions for some of the world's largest and most successful pharma companies. Our clients include Amgen, Abbott Laboratories, CardioNet, Eisai, Novo Nordisk and Pfizer.

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