



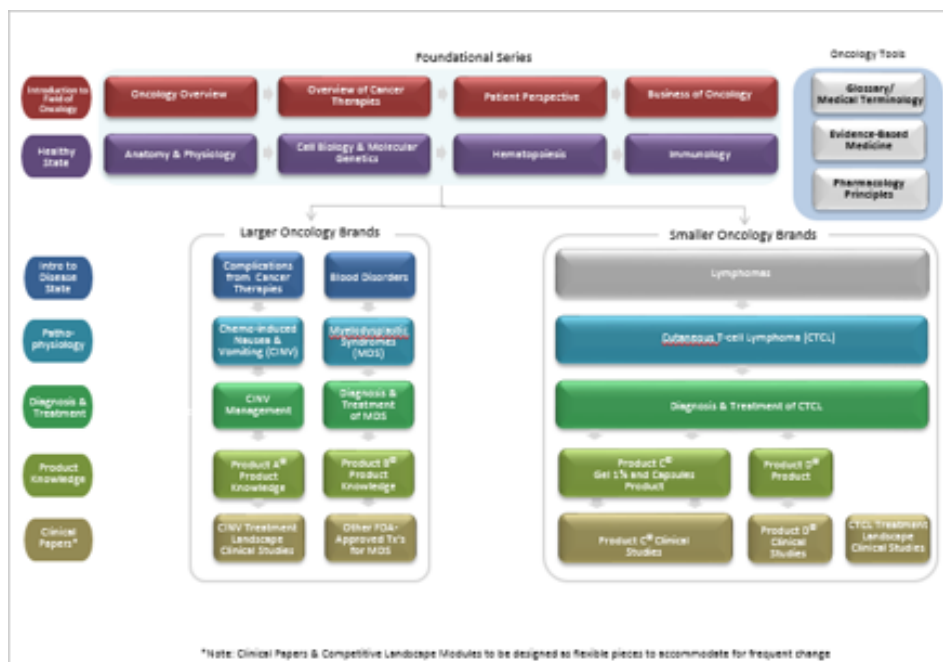
Comprehensive Training Curriculum in Oncology

1 PROBLEM

A biopharmaceutical client had recently made several acquisitions in oncology. They needed to onboard new oncology Medical Representatives and train their tenured sales force. Our training partner was tasked with developing a New Oncology Specialist Representative Training Curriculum for primary care representatives moving to specialty care in oncology. The curriculum would also be used for new oncology specialist representatives covering several cancer types and therapeutic areas.

2 APPROACH

Our training partner conducted a full front end analysis and needs assessment, reviewing all existing training materials and conducting interviews with all key internal stakeholders. From this analysis, they determined what deliverables were required and provided media recommendations that would engage learners. As our client needed a curriculum that is flexible and scalable, Our training partner recommended a modular design, so that content could be easily updated and adapted to other situations.



3 SOLUTION

Our training partner developed an end-to-end curriculum that integrated product and therapeutic knowledge with selling skills and managed markets. This end-to-end curriculum included print-based product learning systems and home study and classroom materials for three different product streams, as well as additional support tools.

4 BENEFIT

With the comprehensive training curriculum provided by our training partner, our client experienced improved training outcomes and increased engagement among learners, resulting in a customer-ready sales team. This led to improved sales for our client's franchise.