



Global Sales Program for Patient-Focused Growth

1 PROBLEM

“How can I help our people increase sales and be patient-focused at the same time?” This client had a mandate from Global to implement patient-centricity as a better sales approach that would also become a competitive commercial advantage.

2 APPROACH

The client worked with one of Impactiviti’s training partners to implement a 6-month training system. They used a combined approach including live, mobile, individual and group learning to gain management support, develop champions, and engage learners. The program would include a pilot test and measured results before a company-wide rollout.

3 SOLUTION

The selected vendor knew there was a disconnect between what science knows, and what pharma does, when it comes to influencing behavior change. Through more than two decades of research, they discovered 3 keys to patient-focused growth.

They packaged these keys into an engaging mobile program that delivers ideas in 15-minutes each day for 15 weeks – turning waiting time into idea-generating time. They took this revolutionary content and created a scalable 6-month roll-out system – a trainer’s best friend.

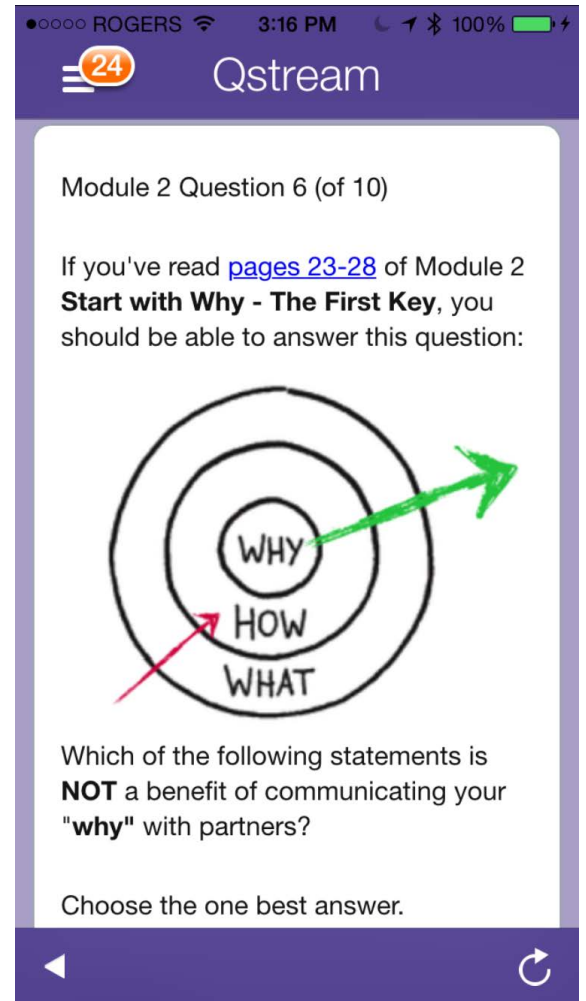
4 BENEFITS

100% of participants agreed:

- I feel more engaged in my work.
- I feel I have a strategy to ethically and effectively influence
- I have benefited (or will benefit) from the program.

"How likely would you be to recommend this program to a colleague?"

Average Score: 9.1/10



PROJECTED RETURN ON INVESTMENT:

\$20,000 for every \$1 invested