



Information Supplements & Clinical Scenarios in Oncology

1 PROBLEM

Our client required updates to the product and therapeutic (PTK) home study eLearning modules for their anti-metabolite treatment for metastatic breast and colon cancer. With a limited budget, our client was in need of an option that would provide both, up-to-date content, as well as an opportunity for the sales representatives to apply their product and disease state knowledge in an interactive format.

2 APPROACH

Our training partner conducted a detailed analysis to identify content requiring updates and validation. Understanding that our client wanted their sales representatives to continue to follow an eLearning experience, we provided an option for the updates that gave learners the opportunity to apply PTK knowledge in a format that was more than just a question bank!

3 SOLUTION

Our training partner designed and developed an eLearning Complement to the existing PTK home study. This included an “Information Supplement” for updates to epidemiology, risk factors, genetic markers, and screening and treatment guidelines for breast and colon cancer. Doctor-Patient case-based scenarios provided the clinical context and tested sales representatives on disease state and treatment information. Doctor-Sales Rep case-based scenarios provided “real life” context as sales representatives were led down a branched learning path focusing on product details and clinical studies.

Application Scenarios

Welcome

It is now time to test your knowledge of your product, its package insert and supporting clinical trials.

You will proceed through a series of Application Scenarios:

- Scenario A: Physician-Breast Cancer Patient Interaction
- Scenario B: Physician-Colon Cancer Patient Interaction
- Scenario C: Physician-Oncology Specialist Interaction

When you are ready to begin, click on one of the Scenarios shown on the right. Answer each of the questions presented to you. You must complete all three Scenarios.

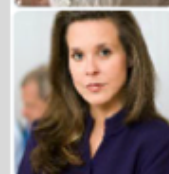
Good Luck!



Scenario A:
Breast Cancer
Perspective:
Betty Haron



Scenario B:
Colon Cancer
Perspective:
George Tobin



Scenario C:
Oncology
Specialist
Perspective

4 BENEFIT

Our PTK training solution fit within our client’s budget and provided them with the up-to-date information they needed for their sales representatives. The application exercises simulated potential doctor-patient interactions and sales calls, providing an opportunity for the learner to apply knowledge in the appropriate context.