

Virtual Preceptorship: A Day in the Life of an Ophthalmologist

Highly engaging and innovative virtual environment that improves the understanding of the sales teams.

CHALLENGES

A top 5 pharma company was looking for a solution to increase understanding of the sales specialists about the dynamics of a clinical setting and to sensitize them to a style of communicating with ophthalmologists about glaucoma issues of their patients.

SOLUTION

Indegene worked with the client to create a virtual experience to drive deeper understanding and familiarity of ophthalmology in a clinical setting for sales specialists and about how a glaucoma specialist manages his patients.

The program that was developed for the ophthalmology sales representatives focused on:

1. Ophthalmologist,
2. Office/clinic setting,
3. Ophthalmology equipment—diagnostic and therapeutic,
4. Typical work-ups for 4 different glaucoma patient types, and
5. Comparison of the physician's and patient's thought processes throughout their interactions.

The Virtual Preceptorship (VP) creates a very similar live preceptorship experience, and can approximate the environment for an educational benefit and, in fact, have the advantages of providing a controlled and measurable experience. This VP program was designed to replicate the experience of being in an office-based environment and interacting with the individuals (physicians, office staff, and patients), and benefit from the learning that came as a result.

Once the learner enters the virtual office, he/she arrives at the receptionist window where the receptionist introduces herself/himself and directs the learner toward the back office area. From here, a variety of learning exercises unfold, such as speaking with the physician about his/her practice, sitting in on a patient evaluation, discussing the various treatment approaches the doctor must consider, or speaking with other office staff about their roles and responsibilities.

The representative is also able to “free explore” where he/she can click certain “hot spots” within the screen interface and pop-up boxes will provide additional information. Video clips of physicians are incorporated into each office setting to provide a real-world look from the physician's perspective. Physician-patient dialogues are also provided, again through video, to allow the sales representative to “witness” specific patient issues, experience physicians' dialogues with their patients, and observe overall patient outcomes.

RESULTS

Selected modules from this program are illustrated below:

Sample Images from the Solution



OUTCOME

The program was extremely well received by both representatives and managers and is still an integral component of client's training curriculum 3 years after it was developed.

ABOUT INDEGENE

Indegene is a leading provider of R&D, commercial and marketing solutions to global pharmaceutical and healthcare organizations. Indegene partners with clients to drive both productivity and revenues by delivering better patient outcomes, optimizing cost, enhancing R&D agility, and improving sales and marketing effectiveness. A deep scientific knowledge, flexible delivery models, proprietary technology, and a client-centric approach helps Indegene drive transformational initiatives.

With offices in US, UK, China, India, and Australia, Indegene can partner globally with clients; leverage a global talent pool of clinicians, technologists, creative specialists, domain experts, and business process specialists; deploy global infrastructure assets; and harness global healthcare knowledge to solve client challenges. For more information, visit <http://www.indegene.com>.

TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs,

+1 732 750 2901

marketing.global@indegene.com