

Continuing Education Program for Antibiotic Market Sales Specialists

Improving sales training through innovative virtual solutions

CHALLENGE

A top 5 pharma company's hospital sales team was looking for a continuing education and training program for their antibiotic market sales specialists.

SOLUTION

With a vast pool of SMEs and rich experience, Indegene created a Continuing Education Curriculum that included a core of 12 e-learning modules addressing basics of microbiology, bacterial diseases, antibiotic treatments, the antibiotic marketplace, and product information. Each module was accompanied by a 5-page Companion Workbook providing highlights of the module, learning exercises, and key questions pertinent to the patient cases.

In addition, Indegene provided a virtual experience educational package to drive

understanding and enhance familiarity of the sales specialist about the infectious disease aspects of hospital environment, such as the use of antibiotics and treatment of infections.

Indegene developed 3 Virtual Preceptorships (VPs) focusing on the hospital setting—the types of patients being treated for infection, the key clinical personnel who managed infectious disease within the hospital setting, and expectations from the hospital sales specialist.

The overall objective of the VPs was to increase the understanding of the sales specialists about the dynamics within a clinical setting and to sensitize them to a style of communicating with their key customers about their patients' infectious disease and treatment options, thereby fostering greater confidence. The program provided access to various departments and personnel, allowing them to experience a "day in the life of..." their customers and their customers' patients.



Module 1:
Understanding the Typical Clinical Microbiology Laboratory



Module 2:
Introduction to the Virtual Work-up

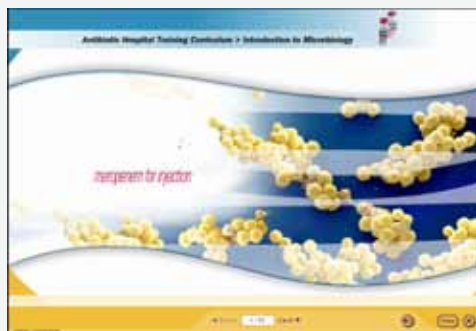


Module 3:
Physician Perspective

OUTCOME

As a reality-based learning experience, the Continuing Education Curriculum greatly enhanced the disease and product training of the clients' field force. As a result, the programs that spanned over a period of 1.5 years enabled sales specialists to communicate on a higher level with health care professionals, increasing their perceived value in the eyes of their physician customers.

Sample Images from the Solution



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,

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