

Learning Assessment Online Training Platform

Interactive, simple and effective field force
training anytime, anywhere.

Top 5 Pharmaceutical client

Self Assessment Online Training Platform

Business Need

A top pharmaceutical company with a growing product portfolio was facing a challenge with its sales reps lack of product knowledge. This in turn led to ineffective conversations between the reps and the HCPS. The reasons for this lack of knowledge could be attributed to the reps busy travel schedule, the lack of access of product information on the go and the inconsistent messaging.

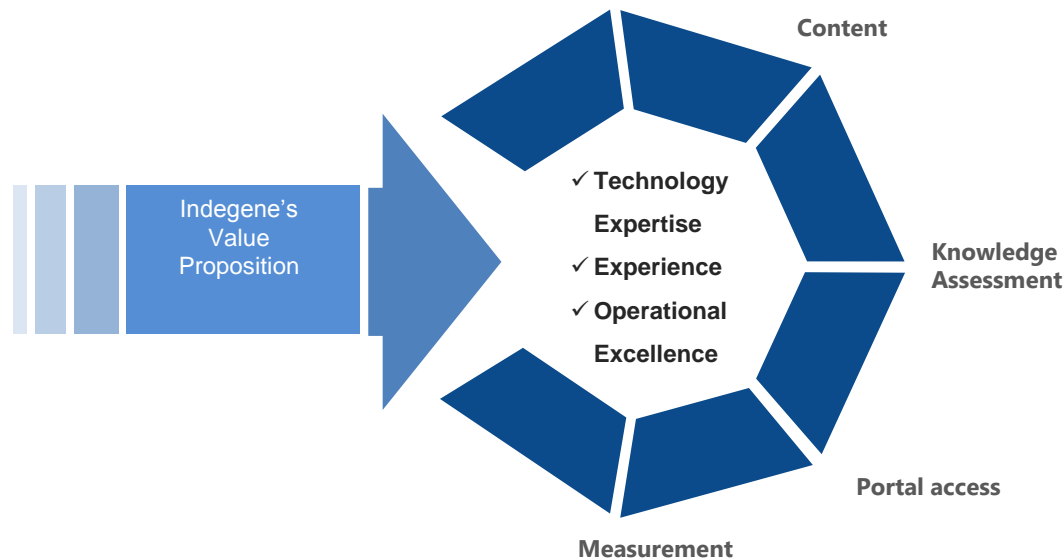
Program Objective

Establish a training portal for a large field force to:

- Engage 1000+ field force without encountering any connectivity issues
- Create a quick assessment solution which can be managed at a fairly short notice concurrently used by 1000+ users
- Capture the reports at any level of field force, viz., Sales Officer, District Manager and Sales Managers.

Indegene Solution

Understanding the business needs of pharma client and field force training need, Indegene built the 24X7 online training platform to enable field force to hone their knowledge on the go and assess themselves by taking up online quizzes anytime from anywhere .



Program Highlights

- ✓ Anytime access online platform
- ✓ Medical to standardize modules
- ✓ MedHost
- ✓ Learning Assessment Player(LAP) e-mailers
- ✓ LAP announcement
- ✓ FAQ booklets
- ✓ Modules development

Quiz Master or LAP

Features of LAP

- Special player designed to take up post assessment of e-module
- Number of attempts are controlled
- Pass percentage can be defined
- A timer controls the time allocated to every question
- I-pad compatible environment
- The start and end date of every quiz can be defined. Quiz automatically closes on pre-decided date
- Re-Attempt of the same exam is possible
- Each quiz can be made open only for certain users without giving an access to other users

Variety of Questions

- SLAM supports variety of question type
- MCQs
- Fill in the blanks
- True and False
- Drag and drop
- Single Choice
- Match the following
- Picture type
- Does not support subjective questions

Reports and Query Support

- Day reports for the not attempted participants
- An aggregate score report can be circulated to measure the average performance in one region
- A detailed report of all participants with their individual attempts, scores and other required fields can be captured and circulated with a defined time protocol
- Query Management
- A query manager is appointed who takes care of the upload of questions and download of report
- Any queries faced by the field force can be directed to query manager email id

Delivery Snapshots



About Program



MedHost



Post test



LAP

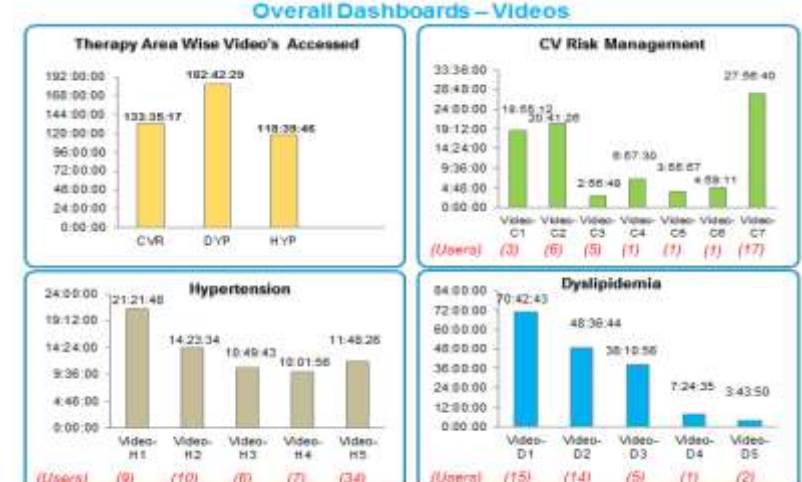
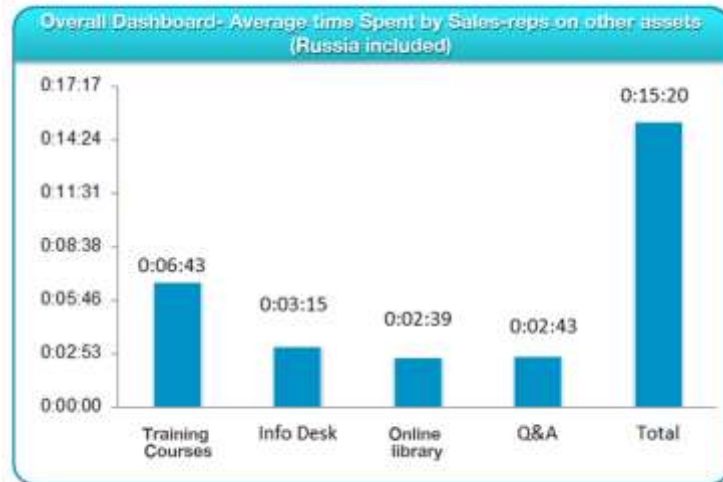
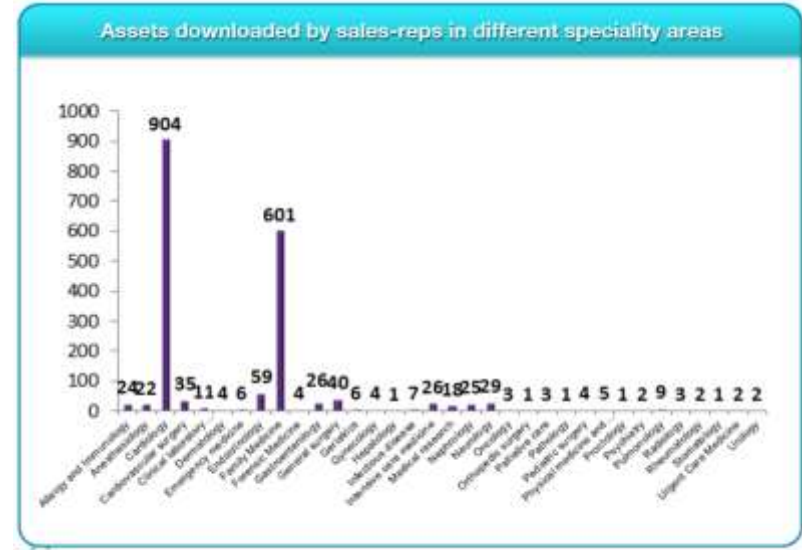
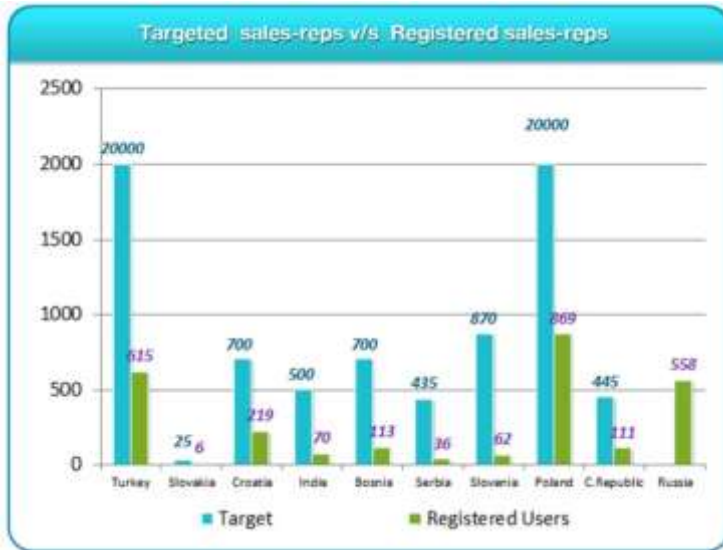


LAP emailers



LAP announcement

Report and Analytics Snapshots





To learn more about how we can help your organization, please contact:



Marketing.global@indegene.com



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