

Managed Care Virtual Campus

Interactive 3D virtual campus for a highly engaging sales training solution

CHALLENGES

A top 5 pharma company was looking for a highly engaging and innovative training solution to elevate the knowledge of its reps on managed care.

SOLUTION

Indegene provided an off-the-shelf library of content in various formats - e-Learning, job aids, video, etc. The reps were required to review this entire library as part of their training curriculum.

To make the learning interactive and engaging, Indegene recommended the concept of black-belt certification. The user interface was built in the form of a Japanese "dojo" (village) with individual buildings representing different belts. The content was broken down into smaller "chunks" or segments and housed within each building. A

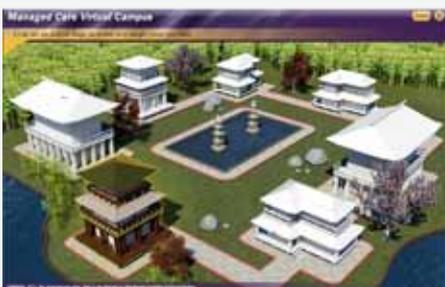
sensei (as a green screen video) welcomes the learner and then allows him to choose an avatar. As the learner completes the content of each building, he is presented with assessment questions for his avatar to complete. On successful completion, the next building gets unlocked and awards the learner with the opportunity to earn the next belt and so on. On completing all the buildings, the learner is awarded a black belt.

The entire audiovisual experience was based on this concept. Oriental-themed background music, green screen video, and 3D virtual environments all contributed to the overall learning experience. The final deliverable was a single SCORM-compliant course for deployment on to SABA LMS instead of 30 different learning assets. This made it easier to track and record progress.

OUTCOME

The course was very successful amongst learners and most of the learners felt that it was the most fun they had ever had learning about managed care.

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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