

Training Program for Pharmaceutical Marketing Initiative

CLIENT SITUATION

The mission of one of the world's largest pharmaceutical company's Marketing and Customer Solutions Division is to deliver a positive differentiating customer experience while building trust and demonstrating value to customers. To deliver this experience to customers, the division creates a variety of educational vehicles ("customer solutions") targeted towards health care providers (HCP) and health care delivery system leads to assist in improving patient health outcomes.

Applied Intelligence Consulting was contacted to design a learning program for field based employees (FBEs) who are responsible for delivering "customer solutions" focused on improving healthcare disparities and health literacy at HCP sites.

SOLUTION

Our consultant served as training project lead and was tasked with analyzing, designing, developing, and project managing a training program for 150 FBEs. The FBEs needed knowledge and skills to execute following tasks: identify, develop and deliver educational solutions around improving patient healthcare disparities and health literacy for their HCP customers to use with patients.

Program Strategy and Development

During the analysis phase, our consultant recognized gaps in business direction and process:

- Partnered with business leads to define and validate business objectives, vision and execution. She offered suggestions on how FBEs can provide innovative solutions to customers.
- Provided feedback and recommendations where gaps in business process needed to be better communicated by client leadership to FBEs.
- Performed extensive research and created reference documents around healthcare disparity and health literacy laws, accreditations and guidelines.

During the design phase, our consultant provided valuable content:

- Created reference documents for FBEs to use at point of need. Reference documents provided FBEs with in-depth knowledge of customer's current business environment and challenges, and allowed FBE's to deliver a valuable and impactful service.
- Designed and developed several of the learning components, and project-managed an outside vendor to complete the remainder of the deliverables.

- On boarded a new full-time (client) employee to take ownership and complete the learning program.

VALUE CREATED

Our consultant helped to improve the skills and knowledge of these FBEs by providing and ensuring delivery of robust training materials and performance support tools. As a result of participating in this learning program, the Marketing and Customer Solutions Division FBEs were able to provide needed educational vehicles to their HCP customers- which in turn will help to close the gap on healthcare disparities and health literacy for patients.

About Applied Intelligence Consulting

We help clients imagine, create and implement more efficient systems to improve their business operations, processes and people. We help clients think strategically about how their business is operating, how employees are performing and ultimately how customers are responding. We objectively help our clients identify and prioritize opportunities for operational efficiency and partner with them to define, document and implement an operational plan, key business processes and employee training programs. A well-defined business system results in greater customer value, more efficient resource utilization, higher quality products and services, accelerated time to market and a strengthened bottom line.