



How the World of Biopharma Sales Training Is Changing

A Total Learning Concepts White Paper

*Say "good bye" to 3-inch-deep, paper-based modules and
lackluster speaker-led PowerPoint slide presentations.*

*Today's biopharmaceutical sales training is all about
offering blended learning solutions.*



**TOTAL LEARNING
CONCEPTS**

Introduction

Say *goodbye* to 3-inch–deep, paper-based modules and lackluster speaker-led PowerPoint slide presentations. Today’s pharmaceutical sales training is all about offering blended learning solutions. By combining scientific content with rich media—video, audio, animation, illustrations—as a means to enhance retention, interactive learning experiences improve motivation and increase retention of key concepts. The competitive nature of the pharmaceutical industry is placing a premium on training, and by increasing knowledge transfer through the use of state-of-the-art delivery platforms, representatives and managers will become even more highly valued partners to physicians within their practices.

A Look at the Gaming Generation

Half of today’s workforce comprises Generation X and Millennial Generation workers. The needs of this workforce have direct implications for learning and training. The secret to success lies in tailoring and blending training to convince workers that we understand their needs and are committed to their growth and success.

While there are many reasons to consider a blended strategy—learning styles, budget considerations, content and format suitability, even scheduling and travel costs—the most compelling reason is the learning makeup of today’s new workforce. It is simply not possible to offer Generation X and Millennial workers a meaningful learning environment without using a varied blend of delivery modalities.

Training through serious gaming is addressing that very need. Gaming puts the player in control; gives clear, immediate feedback on his or her progress; and offers increasingly more challenging levels of achievement. Games require observation, rapid and continual choices, and thoughtful strategic planning. Most important, serious gaming is tremendously effective. Compared with traditional, passive learning methods, serious gaming improves knowledge transfer by 4 times and knowledge retention (at 6 weeks) by 10 times.¹

In order for today’s sales professional to be knowledgeable, competent in the field, and to advance, literally thousands of pieces of information need to be learned. Gaming pulls the learner through the hierarchy of the knowledge from facts, concepts, and rules. Using gaming as an underlying learning strategy quickly achieves proven results. Total Learning Concepts’ serious gaming technology training solutions provide cutting-edge technology and unprecedented training retention and results.



Serious gaming improves knowledge transfer by 4 times and knowledge retention by 10 times when compared with traditional passive learning methods.

Interactive Workshops

Interactive workshops are quickly replacing and/or supplementing traditional classroom training. These learning experiences are designed to drive home practical applications of training by fully engaging participants' senses to retain more knowledge.

Simulated real-world situations and experiences enable participants to take an active role in the learning. By allowing everyone to learn at their own pace, these workshops can deliver consistent, in-depth training across large territories with less downtime. In fact, participants find that they have improved their knowledge while enjoying a fun learning experience.



Flexibility is the advantage with this type of training because the learning is available 24/7. Interactive training offers expert knowledge available to anyone, anywhere, anytime.

Selling With Clinical- and Evidence-Based Studies

The pharmaceutical industry's method of reach and frequency used to sell its products to doctors is ever evolving. Ron Brand of IMS Consulting estimates that the number of pharmaceutical sales representatives in the field has undergone a six-fold increase in the last 20 years to today's approximate high of between 90,000 and 100,000. At the same time, the number of doctors those representatives call on has remained fairly stable.

In order to compete in this crowded arena, sales representatives need to be perceived as providing value to physicians. Total Learning Concepts' *Clinical Studies and Evidence-Based Medicine* training prepares representatives to sell with clinical research papers, giving them the confidence to deliver research-based sales calls. In general, physicians respond positively to evidence-based selling and see these sales representatives as valuable assets to their practices.



[T]he number of pharmaceutical sales representatives in the field has undergone a six-fold increase in the last 20 years to today's approximate high of between 90,000 and 100,000. At the same time, the number of doctors those representatives are calling on has remained fairly stable.

Compliance

The biopharmaceutical industry, in particular, has been the target of significant legal investigations and enforcement actions. Many companies are putting formal systems in place to ensure that business practices are conducted with the utmost integrity. Still, it is not always easy to know how to act when the regulatory environment is constantly changing.

Compliance training has become a major initiative for biopharma. This training is designed to provide a legal and regulatory framework for the principles that govern many of the activities that field sales representatives engage in every day. It then shows, from a practical standpoint, how to apply that knowledge to avoid interactions with physicians and other healthcare professionals that could lead to legal exposure for the company, the customers, and themselves. Total Learning Concepts' *Compliance and Ethics Series* training represents current thinking on the subject of healthcare law compliance and provides insight on making good decisions and "doing the right thing."

Managed Markets

In the world of pharmaceutical sales, there are certain things that every representative needs to know beyond product knowledge. One of the most important of these is an understanding of the general market environment in which they sell. Today, managed markets dominate the US healthcare marketplace. In many parts of the country, managed markets drive treatment methods, management of disease, settings of care, cost of services, and utilization of treatment options.

Success in managed markets selling requires approaches that go beyond the traditional physician "detail." Knowledge of the managed markets arena (including Medicare and Medicaid)—combined with the appropriate selling methods—help to give sales representatives a competitive advantage and clear the way for increased sales throughout their territories. Training on managed markets provides essential, need-to-know market background information by describing the rationale behind managed markets' operational principles and explaining how managed markets influences drug utilization and physician prescribing decisions. Total Learning Concepts' *Managed Markets Series* provides the complete overview that field sales representatives require in today's managed marketplace.



Today, managed markets dominate the US healthcare marketplace. In many parts of the country, managed markets drive treatment methods, management of disease, settings of care, cost of services, and utilization of treatment options.

The Future of Biopharma Training

The future of biopharma training is one of constant change—as is the entire industry. While no one has a crystal ball, we can make several conclusions about what biopharma training will look like in years to come:



- Technology will continue to play an increasingly important role in training, with serious gaming technology becoming a standard training and assessment modality
- Blended learning solutions will dominate training and will enhance learning by providing participants with a variety of vehicles through which to learn
- Biopharma training will take on even greater significance as the industry returns to providing true value to physicians and other healthcare providers
- Selling with clinical studies and evidence-based medicine will become a standard skill requirement for biopharma sales representatives
- Some training topics that will continue to dominate biopharma training include:
 - Managed markets
 - Compliance and ethics
 - Consultative selling, including the use of clinical studies and evidence-based medicine

To a large degree, the future is here. What we are seeing emerge in biopharma training will grow increasingly important as the industry continues to evolve and transform to succeed in the new biopharma marketplace.

Technology will continue to play an increasingly important role in training, with serious gaming technology becoming a standard training and assessment modality.

1. Kimball A, Thiagararan S. Qube Learning Study of Indiana University Graduate Student Retention Rates With and Without Learning Games. Unpublished Manuscript. 2003.

Total Learning Concepts

2000 Lenox Drive, Suite 100
Lawrenceville, NJ 08648

Phone: 609-896-4722
Suzanne.Burrell@TLConline.com
www.TLConline.com



**TOTAL LEARNING
CONCEPTS**