

Enhancing Excellence in Communication within Medical Information

This client is a top ten blue-chip pharmaceutical company who have a desire to enhance the communication skills of their teams within the Medical Affairs organisation. The goal was to achieve excellence in their communication capability at every level.

Having successfully facilitated workshops with teams across Medical Affairs, our client consulted with us on developing a communication workshop specifically tailored for their Medical Information team. This team wanted to further enhance their communication skills in face-to-face, telephone and e mail interactions. The Medical Information team recognised that they engage in highly complex communication activities and need to respond in the moment to enquiries from a range of people including Health Care Professionals (HCPs) and Patients. Unlike their Medical Science Liaison (MSL) colleagues, they do not have ongoing relationships with HCPs but they may meet HCPs for the first time on Scientific Booths at International Congresses and so they need to quickly build rapport, determine the nature of the enquiry and provide a response.

Working in close collaboration, we developed a two-day workshop to enhance communication skills, practice the application of tools and approaches and share best practices. This was to be the first global event for Medical Information in our client's organisation. All examples used were sourced from the Medical Information team ahead of the workshop to ensure that the learning was as real life and practical as possible. During the workshop, we provided the opportunity for delegates to work in their Therapy Areas and at other times with country colleagues in their own local languages. The practice sessions included face-to-face and telephone scenarios which not only included some challenging situations but also many different types of HCP and telephone callers. All delegates received feedback from colleagues and 1:1 coaching with a Tardis Medical Professional Business Coach.

The feedback during the workshop was excellent with very high levels of engagement and participation throughout the two days. This was further supported by the evaluation forms completed by the delegates and observations shared with our key stakeholders. As a result of the success of this workshop, Tardis Medical has been invited to discuss a similar approach with the Medical Information teams in other parts of the world