

22 x remote 90-minute VLEs

Delivering multiple, concurrent VLEs to Client's field sales team of 670

SKILL AREA: Remote Engagement

PARTICIPANT TYPE: Field Promotional

METHOD: Virtual Learning Event (VLE)



SITUATION

- ❖ **Mid-size** pharmaceutical company seeking remote engagement training and support for their field promotion teams amid the COVID-19 pandemic
- ❖ All field based professionals were directed to cease face-to-face meetings with customers in order to comply with CDC guidelines associated with appropriate social distancing practices
- ❖ Access extensively restricted to targeted HCP accounts for non-essential personnel, including pharmaceutical representatives
- ❖ Nearly 700 representatives required training on the tools and skillset necessary to effectively access, virtually present and ensure impactful business continuity for their organization



STRATEGY

- ❖ **Amplity** used our experience and knowledge of remote engagement, capability development and the Pharmaceutical industry to design a bespoke workshop for our client
- ❖ We collaborated closely with the leadership team to create a tailored program specific to their unique circumstances and requirements
- ❖ The program used a blend of learning formats and included pre-work, a live VLE event and follow-up activities
- ❖ The program was led by **Amplity** Health and provided an opportunity to discuss the challenges and opportunities provided by the COVID-19 situation
- ❖ The program used a mix of Amplity and client SMEs to support delivery and ensure we could deliver within two weeks of our initial conversation with the client



RESULTS

- ❖ Having briefings with the client's RBMs and our SMEs/ISRs in advance meant that we could break the groups of 30 in each VLE into smaller breakouts to practice the theory and tools they had learned earlier in the VLE. The attendees particularly valued practicing in small groups
- ❖ Despite taking place remotely, participants were still able to work in a collaborative way
- ❖ Attendees said techniques they found particularly helpful to them were:
 - "Role-play discussion"
 - "Listening effectively"
 - "Engaging emotional intelligence over the phone"
 - "The ACTIVE process"
- ❖ Attendees said what they now see as their main area of development is:
 - "Maintaining good posture, body language and voice projection"
 - "Transitioning from empathetic opening to business discussion"
- ❖ The feedback from the attendees was fantastic:
 - "Great learning techniques"
 - "[The facilitators] did a great job in presenting the workshop. Great delivery and engagement"
- ❖ When asked whether they would recommend this VLE to others, participants gave a Net Promoter Score of +62 (the NPS range is -100 to +100, where above 0 is considered 'good', +50 is 'excellent')
- ❖ The client's feedback was very positive about how the sessions were conducted.

