

FUTURE-PROOF YOUR TRAINING:

Designing for Tomorrow's Market

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Objectives



Compare Training Approaches

Assess the benefits of **evergreen** vs. **cutting-edge** training and choose the best option for your needs.



Stay Updated

Master the steps to swiftly **integrate market changes** into your training programs, from new indications to government policies and everything in between.



Create Adaptable Content

Explore tactics for **developing dynamic training** that easily responds to market shifts, balancing need-to-know and nice-to-know information.

01

Compare Training Approaches



Evergreen

Pros

- Less maintenance
- Classic views & strategies

Cons

- Limited applicability
- Omits newer tech, policies, etc.
- Still requires maintenance



Cutting-Edge

Pros

- Prepares team for current landscape
- Contemporary views & strategies
- Technology

Cons

- More maintenance
- Lack of org guidance
- Burden of more MRL reviews
- Technology

**Which approach (Evergreen or Cutting-Edge)
would you use for the following topics?**

- **Communication**
- **Oncology**
- **Market Access**



Evergreen

Consider

- What are the underlying skills my teams need? Will these still be relevant in another 1-3 years?
- Are there market changes that could ostensibly affect this topic?
- What information is specific to my product?



Cutting-Edge

Consider

- What does this topic or industry update mean for my team? How will it affect their day-to-day?
- How often will this content need to be reviewed for updates?
- When this content is updated in future, what domino effects will need to occur?

02

Stay Updated

What updates frequently?

- Data & statistics
- Clinical guidelines
- Federal & state legislation
- FDA approvals
- New indications
- Technology

Examples of Updates

IRA

Price
Transparency
Legislation

Technology
Changes

Diagnostics,
Precision
Medicine

Omnichannel

In a word or two, how do you stay on top of industry changes?



Follow news updates

Modern Healthcare,
PharmaWand, Fierce Pharma



Subscribe to gov't
newsletters

FDA, HHS, CMS



Know your existing
training content



Set calendar
reminders



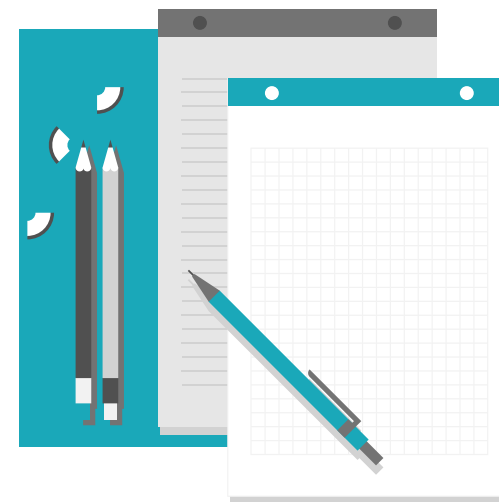
Consult SMEs in
your network

03

Created
Adaptable
Content

- What does this update mean for customers, patients & other stakeholders?
- What does this update mean for your teams?
 - What knowledge and skills do your teams need to be equipped with?
 - Do all roles require the same information?
- What resources can you tap into?
 - Are there other departments invested in upskilling in a certain area?

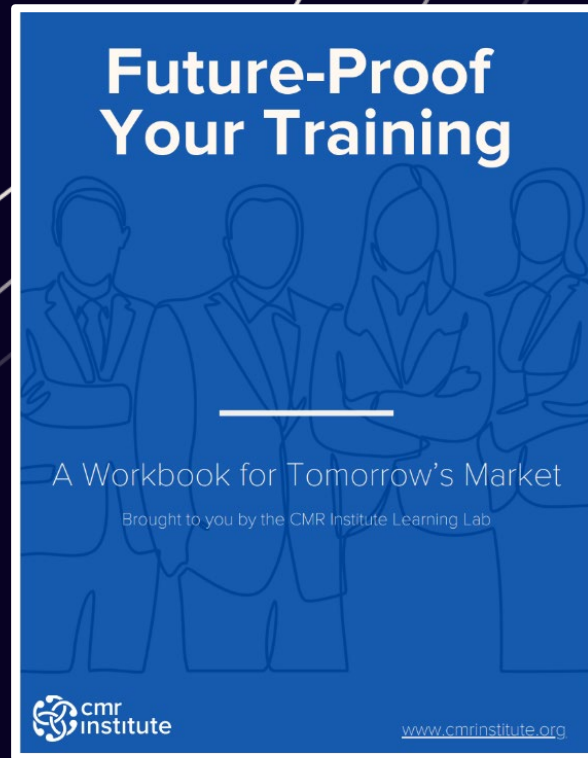
Design Considerations



- What are the impacts to exams?
- What are the impacts to interactions, knowledge-checks and scenarios?
- What are the impacts to multimedia elements like voiceover, graphics, animations, and video?
- What is need to know? What is nice to know?

Development Considerations





01

Choose the right training approach

02

Stay up-to-date with market changes

03

Create adaptable content

Wrap Up



Ready to learn?
Facing challenges?
Have questions?



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