

How can effective internal training lead to better patient outcomes?

December 2020

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Dirk Saerens is an employee of Janssen Pharmaceutical Companies of Johnson & Johnson. Opinions expressed during the webinar are his own and do not necessarily represent those of the company.

Housekeeping

Questions for Presenters:

Please submit questions throughout the presentation using the Q&A button in your control panel.

Evaluations:

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On-demand Availability of Webinar:

This webinar, as with all previous ones, will be available on-demand next week in the Community Portal for MAPS members.

Speakers



Jess Ingram

Managing Director,
Learning & Development
OPEN Health



Dirk Saerens

Scientific Knowledge
Manager
Janssen EMEA



Briony Frost

Learning Design &
Development Specialist
OPEN Health



>> NOW SPEAKING: **Jess Ingram**

Managing Director, Learning & Development, OPEN Health

Educational Objectives

This session will provide a learning opportunity for our audience by:

- Outlining how medical affairs internal training programmes can contribute to our wider goals of improving patient outcomes
- Identifying key priorities and techniques to maximise the impact of internal training
- Sharing best practice examples in this area

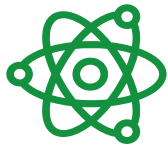


>> NOW SPEAKING: **Jess Ingram**

Managing Director, Learning & Development, OPEN Health

Does training really lead to better patient outcomes?

Knowledge



Going beyond science and clinical data to build deep understanding of patient experiences and the potential impact of meaningful improvement in patient outcomes



Competencies



Advanced skills to directly apply their knowledge to real-life clinical scenarios, keeping the patient front and centre



Confidence



Leveraging their knowledge and competencies effectively across a range of scenarios relevant to their role



**ENHANCED
PERFORMANCE**



A highly motivated, focused team delivering impactful engagements and projects that directly contribute to better patient outcomes



>> NOW SPEAKING: **Jess Ingram**

Managing Director, Learning & Development, OPEN Health

Some common challenges



“How can I make my **existing training** more aligned to the goal of **improving patient outcomes?**”



“How can I **boost engagement** in our training activities within the current **virtual-only environment?**”



“How can I demonstrate that our training is really **delivering against the objectives?**”



>> NOW SPEAKING: **Dirk Saerens**

Scientific Knowledge Manager, Immunology, Janssen EMEA

Case study: International Training Summit

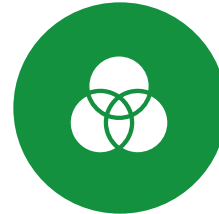
Original plan:

- 5 day
- Face-to-face
- 120 attendees
- 3rd annual meeting
- 2 products
- 3 therapy areas

OBJECTIVES



Deliver high quality training for all therapy areas



Encourage cross-therapy area collaboration

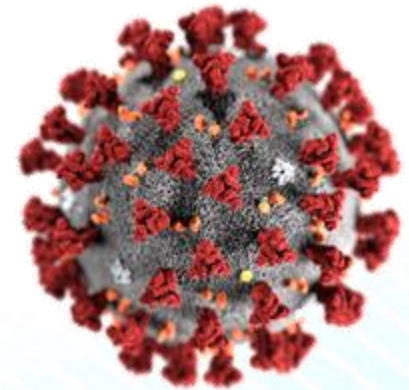


Align medical teams to business strategy



Provide networking opportunities & share best practice

And then...





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Scientific Knowledge Manager, Immunology, Janssen EMEA

Case study: International Training Summit



Quality fully maintained



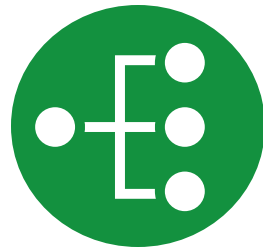
Maximum interactivity



Optimised for virtual setting



Positive communication



Multichannel approach

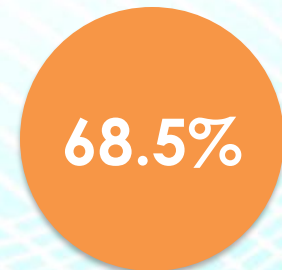


Thanks for this fantastic meeting, it set a new bar for future activities.
Medical Affairs Director, EMEA



97% met their objectives

Confidence increased from 31.4% to



How do we put the patient at the centre?

Design

Delivery



Clinical cases



Patient testimonials



Translating data to real-life



Patient pathways/
journeys workshops



PROs / PCOs



Patient experience
simulation

How can we boost engagement?

Design

Delivery



Self-directed learning



Assessment



Sharing best practice



Interactivity



Outcomes focused



Accessibility and support



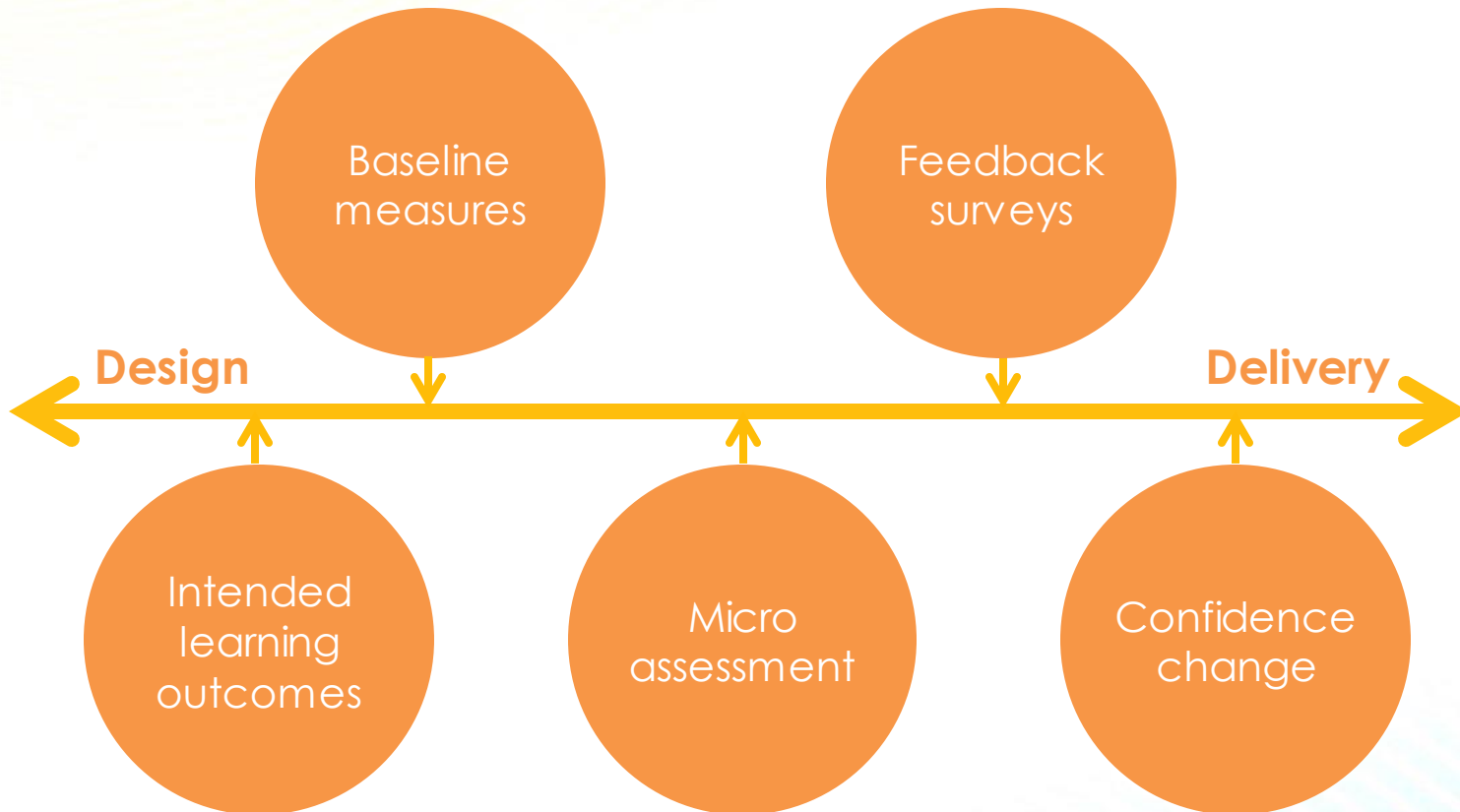
Gamification



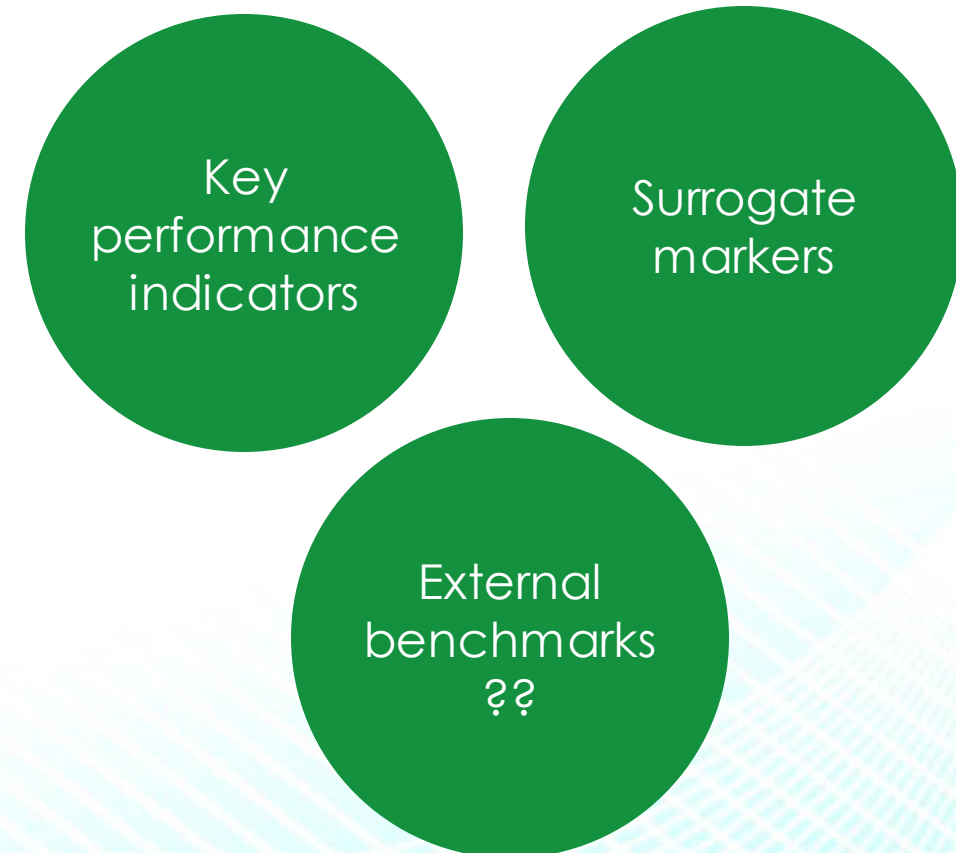
Competition

How do we measure impact?

Learning outcomes



Success





>> NOW SPEAKING: **Jess Ingram**

Managing Director, Learning & Development, OPEN Health

A checklist for training that delivers improved patient outcomes



Built on patient
experience



Blended



Self-directed



Accessible



Measurable



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Thank you!
Questions?