

Welcome!

2023, the year of personalization?

Omnichannel principles for training strategies

Presenters



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Educational Objectives

This session will provide a learning opportunity by:

Defining the key features
of an omnichannel
approach in Medical
Affairs

Identifying opportunities to
leverage omnichannel
principles for internal training
and learning

Inspiring you to think about **personalization** and **omnichannel**
differently in your 2023 engagements!

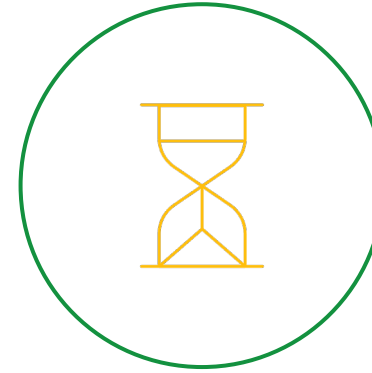
1. Where are we now?

What does engagement look like externally?



65%

feel that at least one pharma company has 'spammed' them with digital content¹



56%

lack the time to access the scientific content shared²



87%

want either fully virtual or hybrid engagement post-pandemic³

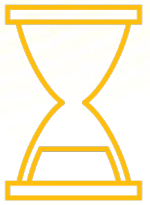


41%

report receiving too much branded/ advertising content²

1. Accenture. The "new" rules of healthcare provider engagement. <https://www.accenture.com/us-en/insights/life-sciences/new-rules-healthcare-provider-engagement> (accessed December 2021).
2. EPG Health. The gaps between HCP demand and pharma supply of medical information. <https://www.epghealth.com/pharmaceutical-industry-reports/pharma-hcp-engagement-gaps.html> (accessed September 2022).
3. Accenture. New Models for Pharma Engagement with Healthcare Providers in a COVID-19 World. https://www.accenture.com/_acnmedia/pdf-130/accenture-hcp-survey-v4.pdf (accessed January 2023).

What does this look like for Medical Affairs?



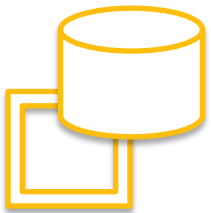
Bandwidth

Med Affairs teams are time-poor (just like HCPs)



Relevance

We desire content that is relevant to our role, our experience and the current landscape



One size-fits-all

A one-size-fits all approach isn't an effective training strategy



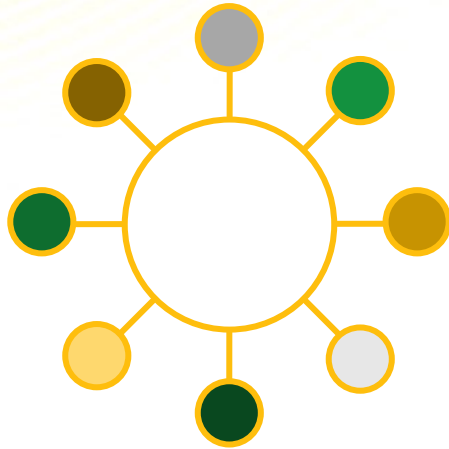
Personalization

Personalized training can help increase engagement and recall of information

**2. The answer may be omnichannel
...but what does omnichannel mean?**

What is omnichannel?

Multichannel

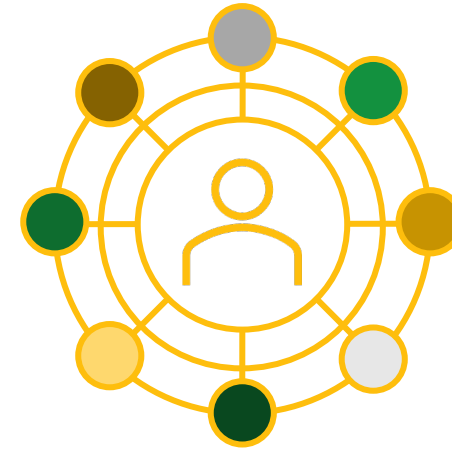


Same content across multiple channels using no insights about audience preference

i.e., engagement **not personalized**, and we gain **limited understanding** of how much the audience values it



Omnichannel



Content and channel selection based on audience insights

i.e., engagement is **personalized** based on audience needs and is **continuously refined**

Poll time!

Which definition of omnichannel resonates with you most?

- a) Right content, right time, right channel
- b) User-centric, personalized communications
- c) An ever-evolving process that involves the retrieval and harnessing of data in a matrix environment across different channels and media¹
- d) A two-way engagement with HCPs to enable more informed prescribing decisions, improved patient outcomes and a better, longer-term relationship with the pharmaceutical company²

1. Impatient Health and Red Nucleus. Whitepaper: Seize the omnichannel opportunity for Medical Affairs.

2. Reuters Events and Axtria Ingenius Insights. Omnichannel engagement: Why isn't pharma there yet? https://1.reutersevents.com/LP=33248?utm_campaign=5499-01SEP22-WK6-MarComms-TA&utm_medium=email&utm_source=Eloqua&elqTrackId=0985be0f3a48437db0340f0ce2f29d13&elq=c63c58b0c4a7489ea47db15244cb478c&elqaid=75689&elqat=1&elqCampaignId=67091 (accessed January 2023).

3. How can we apply omnichannel principles to internal training?

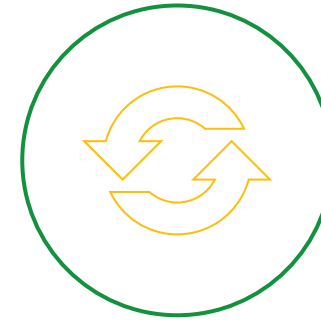
Key principles



Data-driven



Personalized



Connected

1. Data-driven



Pre-training insights

- Learning needs assessment
- Competency models to assess familiarity and confidence



Training feedback

- Learner feedback surveys
- Opportunities to provide feedback integrated within day-to-day working



Ongoing tracking

- Systems to track and measure success
- Regular reporting to allow test and learn approach
- Proof of ROI

2. Personalized



Personalized



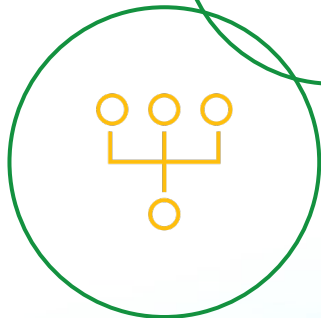
Recommendations: Specific to the learner's activity



Courses: Assigned to levels or self-driven choices



Content: Format and channel to suit learner's context



Experience: Personal touches, branching scenarios and modules

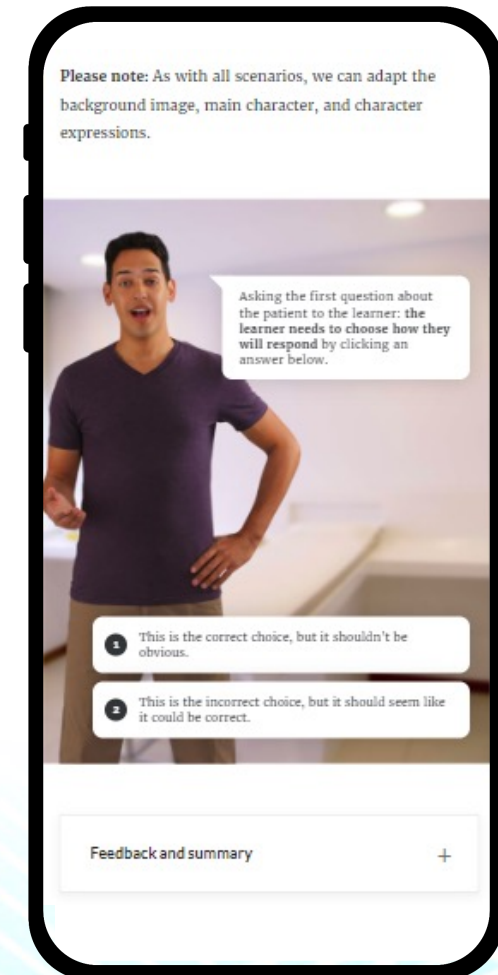
Example: Learning style flexibility

- **Personalized courses in a blended programme**
 - Personalized asynchronous workshops based on different needs and learning styles
- **Content strategy driven by insights**
 - Taken from a learning style preference assessment
- **Variety of formats**
 - Podcasts, visual models, role playing
- **Available on different devices**
 - For on-the-go learning



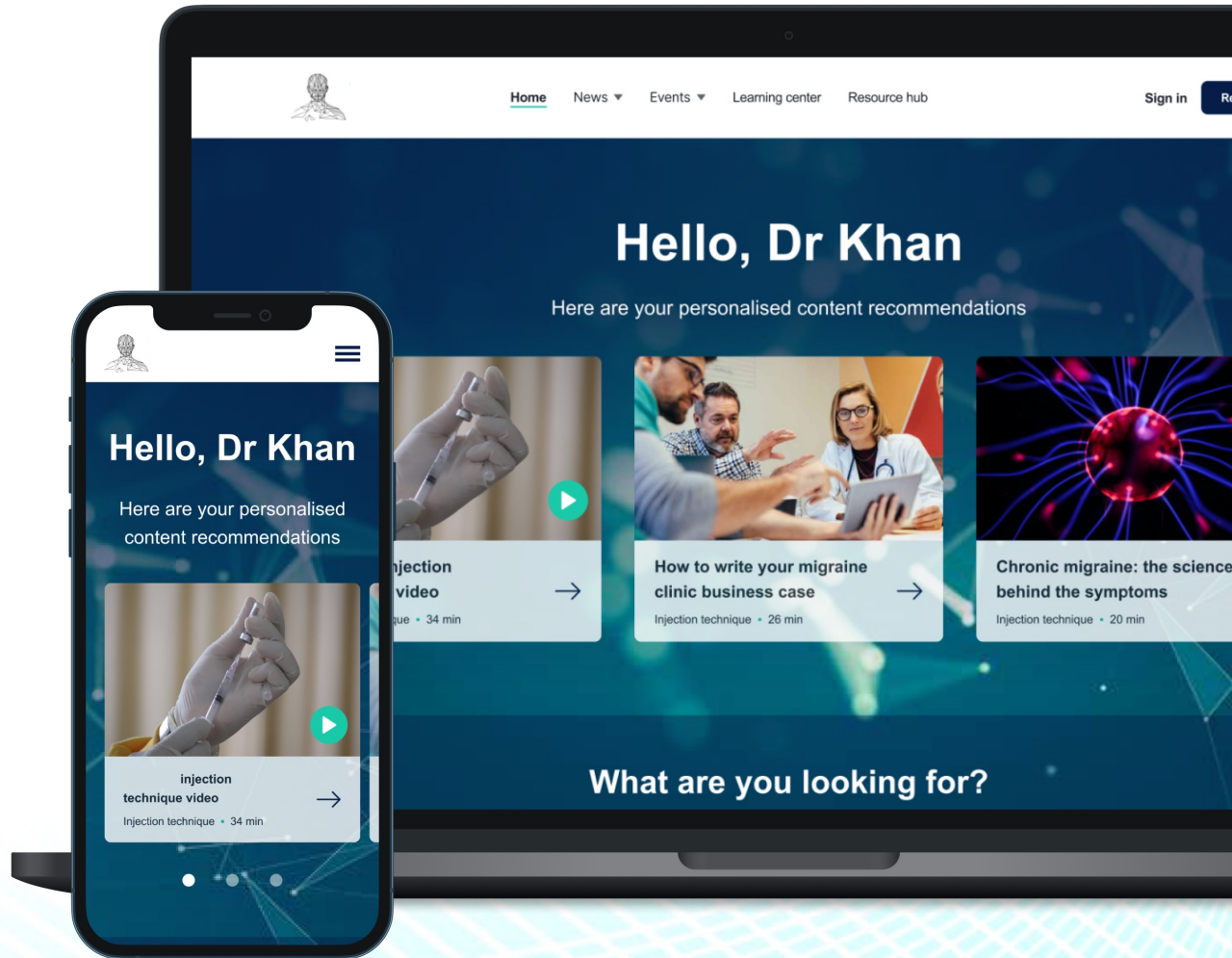
Example: Contextual and branching scenarios

- **Real-world scenarios**
 - So that learners can recognize and identify elements from relatable situations
- **Context**
 - Application of learnings in a relevant context
- **Branching scenarios:**
 - Target the needs of varied learners across different experience levels
 - Address common, relatable challenges and barriers
 - Allow learners to make mistakes in low-risk environment
 - Include realistic characters to foster emotional connection



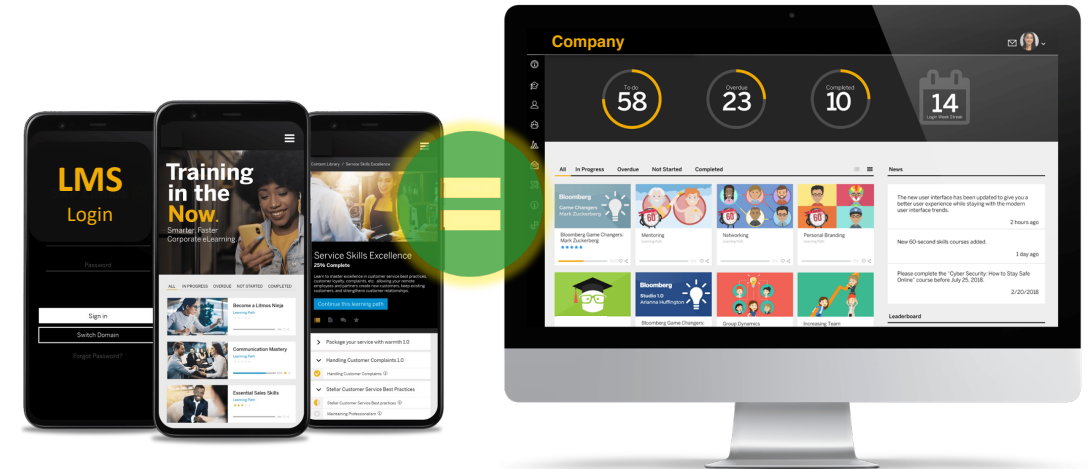
Personalized environment

- **Personalized learning environments boost motivation and knowledge retention; examples include:**
 - Including the learner's name or reference to them in second person and using relevant company lexicon
 - Using video and audio of real, recognisable people e.g., a talking head video or a conversation with colleagues
 - Asking the learner to share their experiences and ideas on topics that are relevant to both them and the business



3. Connected

- **Consistent experience throughout the learning ecosystem**
 - LMS: Consistent experience on mobile & desktop browsers, and mobile apps
 - When a course is started on a mobile device, the user sees the course front and center to continue on the other platforms
- **Surfacing content and learning “Where You Work”**
 - Integrations/notifications: MS Teams, intranet, email, text
 - Learning nudges and content discoverable on relevant platform or channel to the learner



Poll time!

To what extent does your internal training incorporate omnichannel principles?

- a) Not at all
- b) A little
- c) The principles are present but we're not 100% there
- d) We're nailing omnichannel!

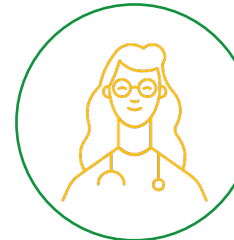
Summary

- Challenges with engaging or educating your audiences?
 - **Think omnichannel!**
- Can mean different things according to your **goals and available resources**
- Top tips:
 - Omnichannel is not just a buzzword – be intentional with your approach to **ensure it adds value**
 - Think omnichannel **from the start** and integrate into content strategy
 - **Right systems, solutions and stakeholders** will help you execute omnichannel effectively
 - **Think big, start small**

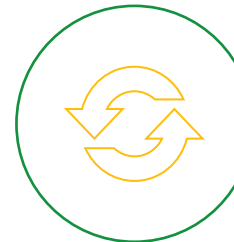
Omnichannel principles



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Thank you!

Questions



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