

Do your sales representatives think case studies are boring and tedious?

Discover the difference when they are excited by learning!

Axiom Case Study Program

Compelling Patient Story Engages the Learner

For any given disease state, symptoms can present in a variety of ways. In some cases, the symptoms will be completely foreign to the sales representative. The goal is to get the representative to connect with the patient and ease the learning process through engagement and interactivity.

The Axiom Case Study is an attention-grabbing, story-driven program that focuses on the patient throughout, but is enriched by perspectives from the patient, doctor, and key opinion leaders. Typically, the case study begins with an event that brings the patient to the doctor's office. The patient provides history and explains the reason for the visit. The doctor—with help from the learner—chooses to run certain tests and reads test results that will lead to either a diagnostic phase or more tests. The learner will help the doctor make treatment decisions and monitor patient outcomes. The Axiom Case Study will walk the learner through these different phases in a realistic, engaging way to deliver solid understanding of the disease state at hand.



The Axiom Case Study Allows the Learner to:

- Review an entire patient case from beginning to end
- Identify key tests that will reveal the extent of disease
- Alter treatments based upon disease progression and/or test results

Product Features

- Flexible template can be customized to any disease state and patient type
- Basic version available as a stand-alone item or as part of a larger learning system
- Many add-on features available to increase program enrichment
- Interactive program draws learners into driving the course and participating throughout



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