



PRESENT

A Strategic Blueprint for Cross-Market e-Learning:

# A Pfizer Methodology

# Introductions



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# Learning Objectives



After attending this session, you will be able to:

- Recognize the benefits and procedures for establishing a regionally based training center
- Identify and manage the top instructional and technical design considerations when developing a regional e-learning platform
- Clarify the varied options for managing the localization/translation process
- Explain how to transition and support a regional solution to partnering countries
- Determine specific criteria for selecting appropriate global suppliers and partners
- Identify the advantages and challenges of integrating a content management system to support training content efficiencies



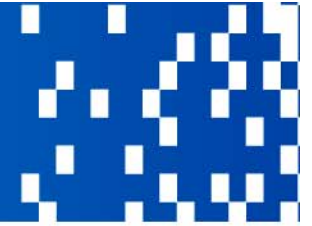
# Agenda



- Introductions/Objectives/Agenda 5-10 minutes
- The Pfizer Regional Model and Approach 15 Minutes
- Best Practices for Design and Development 15 Minutes
- A Model for Success 10 Minutes
- Q&A/Discussion 5-10 Minutes



# Survey: Global Experience



What is your experience with global e-learning?





# The Pfizer Regional Model and Approach



# Background



- Move from a local to a regional structure in 2009
- Region covers 16 European markets and Canada (focus on European markets currently)
- 71 trainers in the European markets, reduced to 16
- No brand trainers in country
- Multiple languages across the region

Need to do something different!



# The Challenge



- Over 70% cut in training resource across Europe
- Need to “do things once” instead of 16 times
- Ensure consistency and compliance across markets
- Need to create a large volume of content and have the ability to update and edit this regularly
- Easy translation of courses
- Manage regional / local approval
- Easy distribution: ensure the right country gets the right content in the right language
- Change mindset and encourage self learning



# Size/Scope of the Challenge



- 16 countries
- 8 brands in primary care
- Up to 6 modules per brand
- Up to 7 different languages

**300+ training modules!**

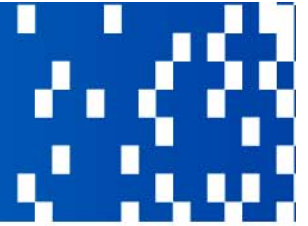


# New Structure

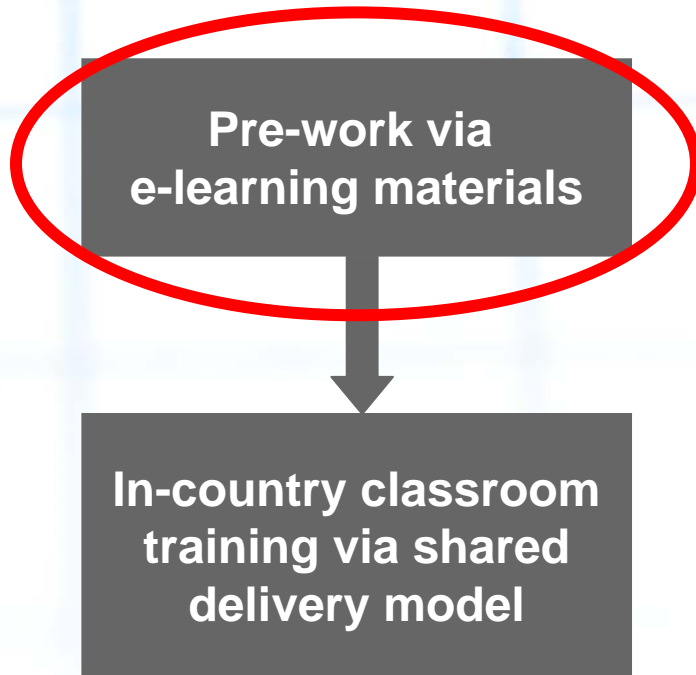
- Training Materials to be available via a **centralised e-learning platform**
- Delivery of training to sales colleagues in country to be delivered via a **“Shared Delivery” model**



# How Does e-learning Fit In?



## Sales Force New to a Brand



## Sales Force Currently Selling a Brand



# Importance of Setting a Clear Vision



## Our Vision: Brand e-Learning



One dynamic e-learning resource for all,  
enabling individual and business growth



# iLearn

- One e-learning platform for brand training for all colleagues in Europe
- Content translated into multiple European languages

The screenshot displays the iLearn e-learning platform interface. The top navigation bar includes the Pfizer logo and the iLearn logo. The main content area is divided into several sections:

- Active Courses:** A list of courses including "Celebrex - Anatomy and Physiology" (Module 1: Anatomy and Physiology relating to arthritis and pain, Progress: 4%) and "L'inalatore RespiMat®" (Materiale di training scientifico ad esclusivo uso interno).
- Course Content:** A detailed view of the "L'inalatore RespiMat® Soft Mist™: Componenti meccaniche" course, showing a list of components (A-I) and a corresponding diagram of the inhaler device.
- Video Player:** A video player showing a woman speaking, with a "click image to play video" button.
- Course Overview:** A section titled "Clinical papers and introduction" with a list of topics: Introduction, Clinical trials, Clinical papers, The ZAP trial, The results, and Absolute and relative risk.
- Course Overview:** A section titled "Toviaz fesoterodine fumarate" (Lesson 1: Overview of OAB and UII) with a list of symptoms: Urgency incontinence, Urgency, Frequency, and Nocturia.
- Course Overview:** A section titled "OAB Symptoms" with a list of symptoms: Urgency incontinence, Urgency, Frequency, and Nocturia.

The interface also includes a search bar, a progress indicator (4 of 24), and a footer with the text "FOR SALES TRAINING PURPOSES ONLY. NOT TO BE DISTRIBUTED OR USED IN DETAILING." and "EU/TOV 2016.168".

# Benefits of the New Model



- Consistent quality across the region
- Allows compliance
- Confidence and credibility with customers
- Allows quick distribution of information to sales force
- Continuous improvement
- Pull vs. Push
- More time on the road
- Ultimately impacts patients



# Where Are the Gaps?

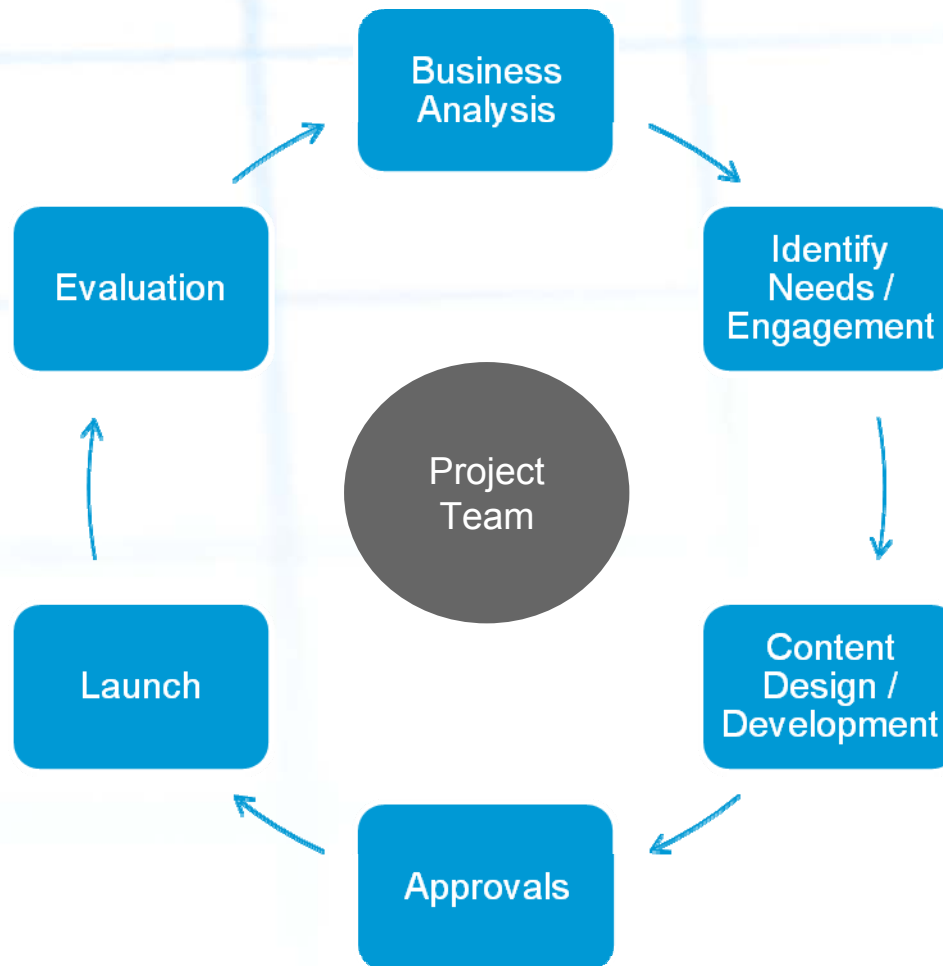


- Knowledge about producing online materials
- Understanding the translation process
- Finding appropriate suppliers
- Managing expectations of the organisation
- Compliance requirements in different countries – looking beyond UK
- Approval processes
- Level of project management required

**Education and Commitment of Stakeholders**

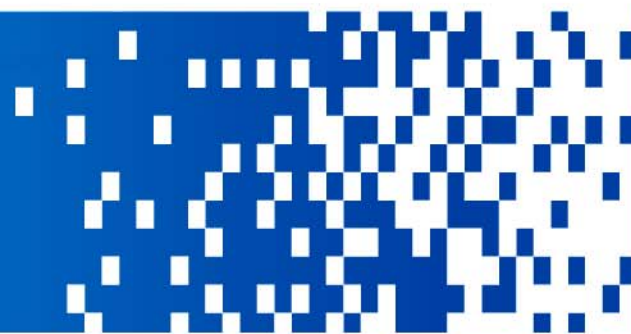


# Defining the Development Process





# Best Practices for Design and Development



# Best Practices - Exercise



**What best practices with  
global e-learning can you  
identify or share?**



# Content / Instructional Challenges



- Cultural and/or geographical focus
  - Metaphors, slang, humor
  - Storylines/dialogues
  - Visuals/imagery
- Competing instructional standards/preferences
- Ambiguous content strategy
  - Content scope
  - Enduring vs. volatile
  - Adaption requirements



# Technology Challenges



- Diverse deployment requirements
- Antiquated course authoring or delivery framework
- High interactivity and/or media usage expectations



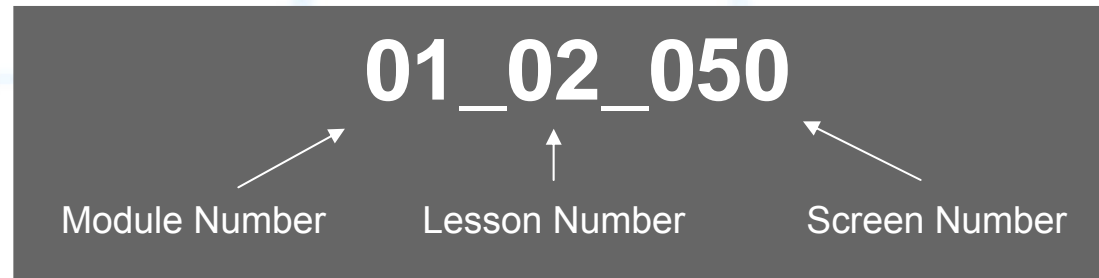
# Instructional Design Standards



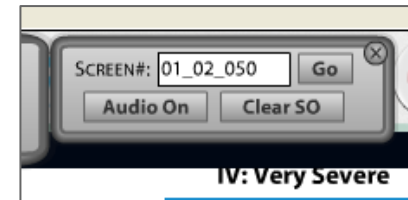
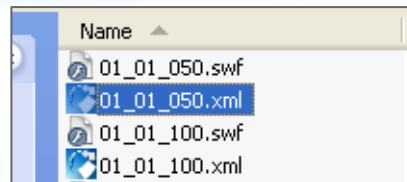
- Content analysis
  - Define all regions/audience
  - Identify full scope of source material
  - Distinguish *static* vs. *volatile* content
- Early/iterative review milestones
  - Customer and partnering suppliers
- Writing style standardization
- Instructional model standardization
- Determine referencing requirements



# Instructional Design Standards (Cont.)

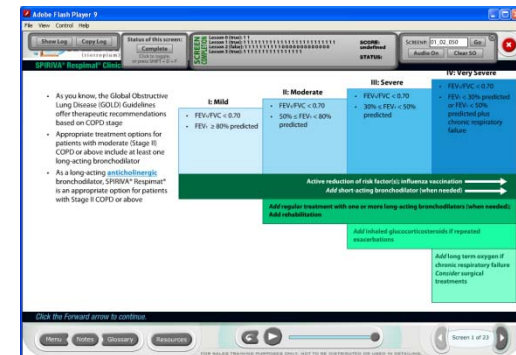
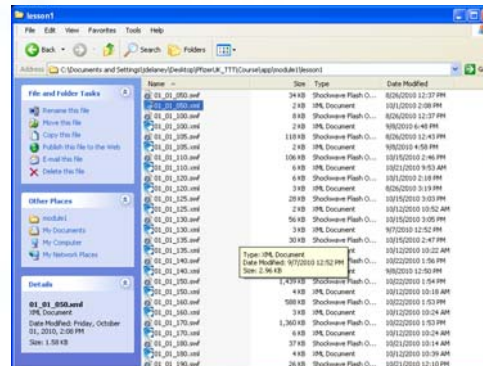


<b>Event #</b>	<b>01_02_050</b>
<b>Graphic/Animation/Video</b>	
GOLD guidelines 2009 executive summary	



Chapter 2: SPIRIVA® Clinical Studies

Types/Hook	Audio	Event #
Final		<b>01_02_050</b>
(Block)	Graphic/Animation/Video	
<ul style="list-style-type: none"> <li>As you know, the Global Obstructive Lung Disease (GOLD) Guidelines offer therapeutic recommendations based on COPD stage.</li> <li>Appropriate treatment options for patients with moderate (Stage II) COPD or above include at least one long-acting bronchodilator (LACB) (Exec Summary 2009 p11 table7)</li> <li>As a long-acting anticholinergic bronchodilator, SPIRIVA® Respimat® is an appropriate option for patients with Stage II COPD or above.</li> </ul>		GOLD guidelines 2009 executive summary pg 7 p11 (shows therapy at each stage of COPD). Note to client/field: Will this image need to be translated? VME countries have available a replacement image?
Buttons		
Screen Prompt		
Notes		



Storyboard

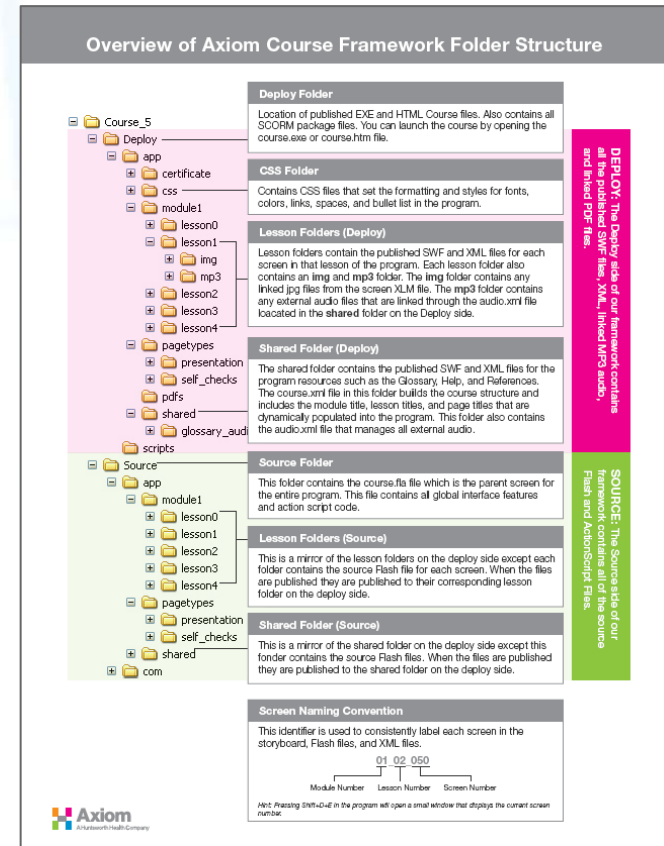
XML Structure

Course



# Technology Architecture Standards

- Validate global vs. regional delivery specifications
- Establish a universal course interface
- Maximize separation of content from presentation (XML)
- Externalized screen/content assets
- Standardize folder/file hierarchy for source and compiled packages (configurable for alternative delivery needs)
- Documented source code and supporting information
- Scalable version control process





# A Model for Success



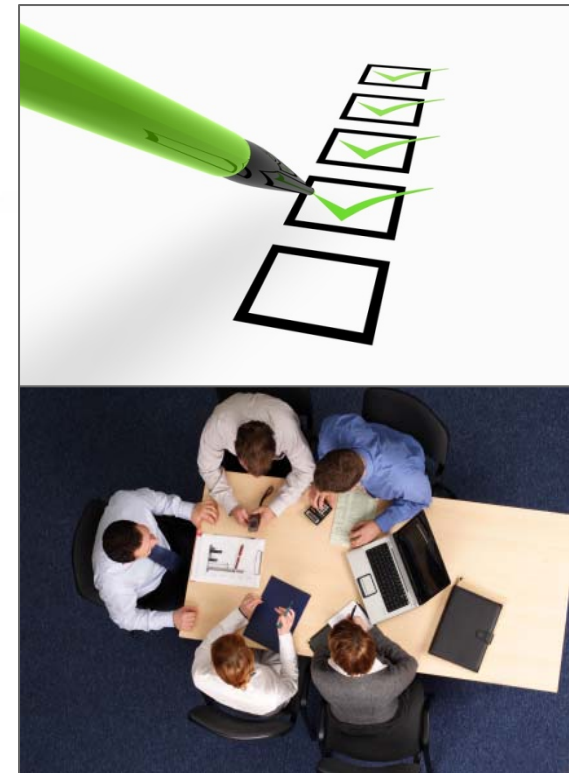
# Results

- > 480 hours of e-learning produced
- > 120 e-learning modules in 8 languages
- About 2200 delegates actively in a course and an additional 2300 completed courses on iLearn
- By July 2011: 40% of all product training will be online: significantly reduced face-to-face training
- Improved compliance and standards
- Evolving content development
- Expanding globally



# Process Improvement Opportunities

- Implement formal best practice guidelines
  - Global design standards (general and client specific)
- SME/writer certification process
- Front-end authoring/publishing interface (customer empowerment)
- Evolve comprehensive, turn-key “transition” package and support



# Future Thoughts



- Produce everything with the view it may be used elsewhere (minimal cost upfront)
- Stakeholder education (challenge our current expectations)
- Work with other regions to share content
- Build rapid-authoring capabilities in house for short updates
- Consider CMS with authoring capabilities
- Ability to make small changes internally
- Focus on implementation with line managers
- Evolve a global blended/continuous learning platform
  - Mobile/tablet devices, social media, etc.





## Q&A / Discussion



# Thank You!



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