

Roche Diagnostics Enhances Training with Interactive e-Learning Solution from Training Partners

Industry

Healthcare

Country

Asia

Business challenge:

Roche needed to ensure a consistent training experience across the region in various Asian languages. Its existing e-learning course was not suited for the Asian market, was not interactive and lacked clear learning objectives.

Solution

- A customised a new syllabus with medical scenarios
- An interactive game-based e-learning solution to better engage trainees, delivered online and on-demand

Services

- Training Services

Results

- Game based e-learning solution offers fresh approach to learning complex medical terminologies to engage trainees
- Role plays improve quality of training for sales representatives
- Consistent training experience is ensured across the region in five different Asian languages
- The online and on-demand course reduces training costs, travelling time and expenses

Executive Summary

Roche needed to equip its sales team with the **right skills** and **product knowledge** to efficiently sell its solutions to medical communities across Asia. At the time, its options were limited to either enhancing its existing e-learning course with more interactive activities or a complete revamp of the new e-learning course with **clearly defined learning objectives**.

Roche approached Training Partners to develop a new e-learning course. Training Partners undertook a detailed review of the course materials that had originally been developed in Germany. After discussion with key stakeholders in the training process, Training Partners customised a new syllabus with medical scenarios similar to the popular TV series Crime Scene Investigation.

Client Overview

Roche's mission is to create added value in healthcare by focusing on its expertise in diagnostics and pharmaceuticals. It is also the world leader in in-vitro diagnostics and drugs for cancer and transplantation.

Business Challenge

Roche needed to train its sales representatives to sell more efficiently to doctors, specifically in four different areas:

- Diabetes medical knowledge
- AccuChek product knowledge
- Selling skills
- Distribution / territory management

The existing e-learning course available from the organisation's office in Germany was not interactive and lacked clear learning objectives. Roche was also faced with the challenge to ensure training consistency across the region, in various Asian languages. In addition, Roche was also keen to reduce training costs and travel expenses.

The Way Forward

Roche approached Training Partners to develop a new e-learning course to equip its sales force with the right skills and product knowledge.

Solution Delivered

Training Partners customised a new syllabus with medical scenarios similar to those of TV series Crime Scene Investigation to make the training more interactive. The online and on-demand courseware was divided into four modules, which enables sales representatives to learn relevant skills at their own pace.

“Training Partners offered a fresh game-based approach to improve the quality of training for our sales representatives in the form of role plays. It also made an effort to **understand how training was conducted in the past**, what was possible from a technical perspective, and more importantly, the **specific needs of our trainees.**”

Deborah Bialk, Project Leader, Roche Diabetes Care, Asia Pacific

Services Provided

The game-based e-learning solution offers a new approach to learning complex medical terminologies and applying acquired medical knowledge appropriately. Available in five languages, the new courseware also resolves the problems of finding suitable qualified instructors to deliver the training, co-ordinating the schedules of both trainer and trainees, and hiring facilities.

Value Derived

As the course is delivered online, Roche is able to reduce its training costs, travel time and expenditure. The on demand nature of the course also gives Roche's sales representatives more flexibility in their learning schedule.

Differentiators

Roche selected Training Partners as it offered a fresh game-based approach to improve the quality of training for sales representatives. Training Partners made an effort to understand the needs of its trainees.