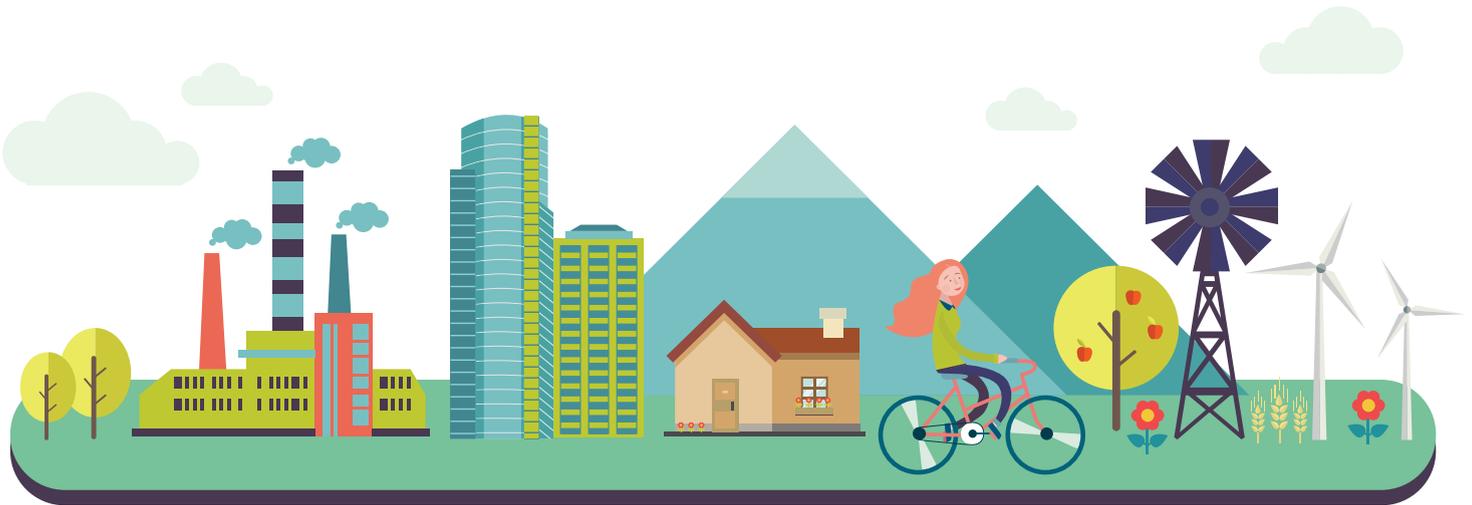


VIRTUAL LEARNING CENTRE:

TRUE LEARNING, BASED ON VIRTUAL CONTENT AND PATIENT CASES



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Remote education: why physicians are so excited about it?

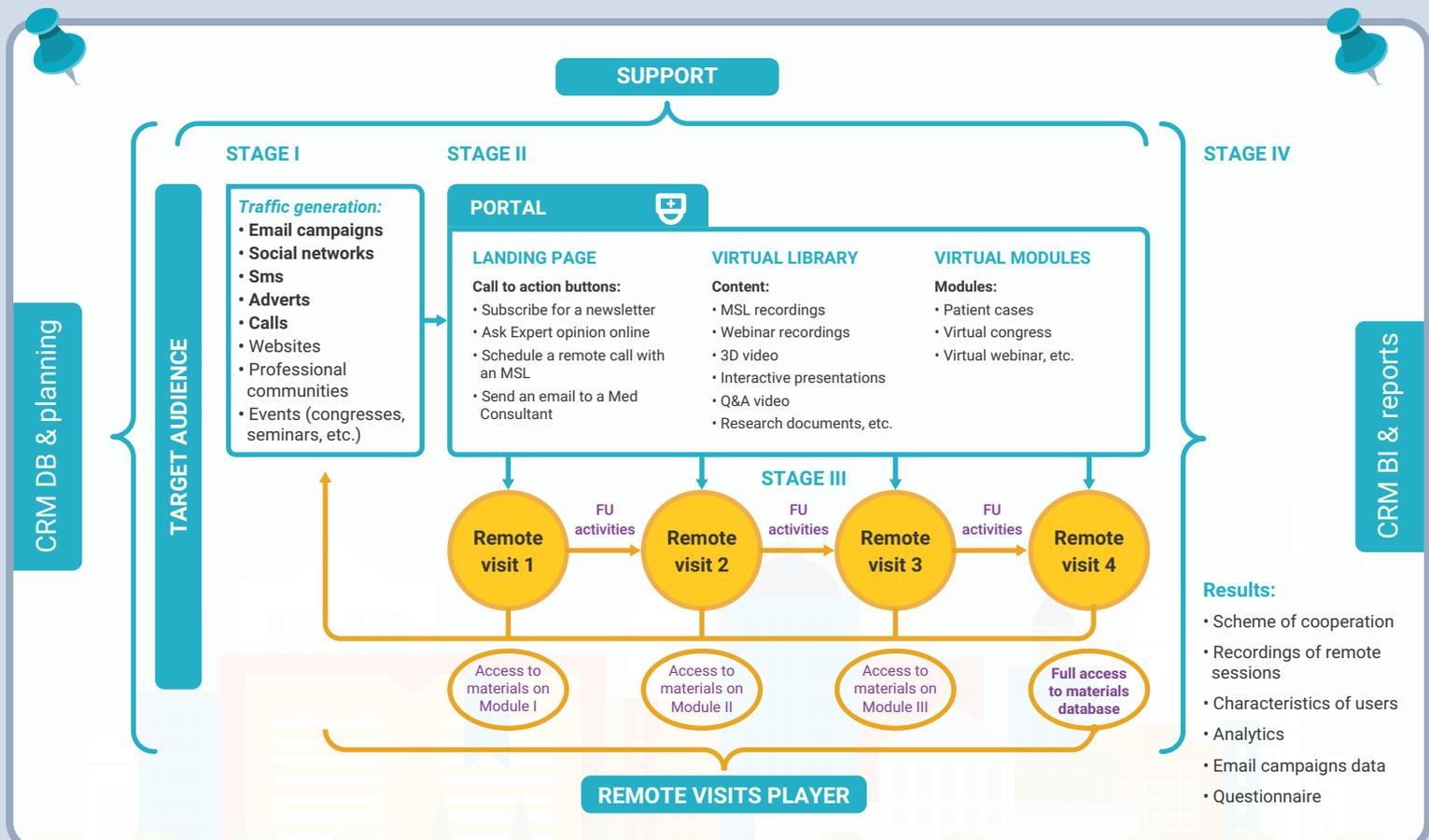
Lately, more and more researches prove that doctors are getting tired (if not to say irritated) of face-to-face meetings with pharma sales reps. To be more exact, HCPs are not satisfied with the calls timing (approximately half of the surveyed physicians), as want to pay more attention to the patients during work hours.

That doesn't mean they don't want to see medical representatives at all. That means they want meetings to better fit their schedule.

The other study shows that doctors become more digital-savvy over the past few years and that **68% enjoy receiving drug information in digital format**. The main reasons they list for that are:

- Again, time is in the first place, and what doctors like most – is **the convenience of such calls**, as they can join the meeting anytime, anywhere;
- Always **up-to-date and relevant drug information** (by the way, which can be easily accessed at the moment of need);
- Opportunity to **talk to key opinion leaders**.

Note that combination of existing face-to-face activities with such kind of virtual engagement not only increases the coverage of your potential and existing customers but also offers them a brand-new way to learn more about your product. So, here's how we see an optimal step-by-step plan that will help you to bring remote detailing to the top of communication:



So that's more or less how the whole process looks: after an initial in-person visit by a rep, the doctor sets the time and date for the remote detailing session. The magic is that such virtual session is just in time for a doctor, and can be easily cancelled or rescheduled if necessary. And when that convenient moment is established, there are at least three options...

OPTION #1.

REMOTE DETAILING

The rep is online, talking to the prospect, communicating as they normally would be doing in person, through a chat, or live video (webcam), or using the voiceover – any way convenient. The customer sees everything they would see on the rep's tablet, with the only difference they access it on their own device in their own preferred place.

OPTION #2.

SELF-DETAILING

In case the customer has little to no time now and doesn't know when to appoint a meeting, there is the so-called self-detailing. What is that? You can share the link to interactive presentation with HCP, by sending a pre-designed email template. The doctor can view the presentation on any convenient time with monitoring enabled on all the interactive elements.

OPTION #3.

STARRING THE LIAISON

Similarly to Option #1, the rep is online and active, only that in cases where more qualified informational help is needed (regional legalities, formulation minutia, etc.), a trained MSL can step into discussion to resolve specific issues and answer complex questions.

What's good:

- Approved email templates for invitations and follow-ups.
- Opportunity to better engage with customer via interactive content.
- The rep gets the usual control over the detailing, and can grant access to materials to the doctor for him to answer the questions - with analytics captured on the background thru KPIs.

What's good:

- Consistency: Enable a cohesive online experience across all brands and channels.
- Visibility: Better customer understanding and real-time insight into their digital activity
- Improve return on digital spend: Ensure greater reuse of messaging across channels to improve your promotional impact.

What's good:

- The rep is not only involved 100%, but also much more confident, as MSL can join in any moment of need to clarify some difficult notions or provide product-specific info.
- HCP gets access to the materials library - videos, researches, webinars and can view them any time. The number of available materials increases after each call.

BONUS:

What you finally get by integrating remote calls into your marketing strategy is expanding digital presence and activating new communication channels, keeping interactions as personalized, as during face-to-face meetings.

Education beyond limits: meet Virtual Classroom



Both Virtual Reality and its sibling Augmented Reality have already been adored by thousands of people within a couple of past years – and the VR/AR gaming fad was just a prelude to what came next. The HoloLens technology is now standing tall, and those lucky enough to find the correct way to use it, benefit highly.

Since Viseven Group is working in numerous collaborations with life sciences companies, as well as providing training and workshops, we have been thinking about how to apply latest innovations to the learning processes. The idea came out of a sudden: using the VR to train doctors might be THE reason for virtual reality to exist at all, its ultimate most beneficial use. Besides, the processes of specialist training in fields are most likely something that pharma would like to participate in. That's exactly the point where alliances are made and common language is found.

We are immensely proud to present the Virtual Classroom based on the latest learning methodology findings and technical novelties – a project we developed as something long anticipated and now made possible in all of its details.

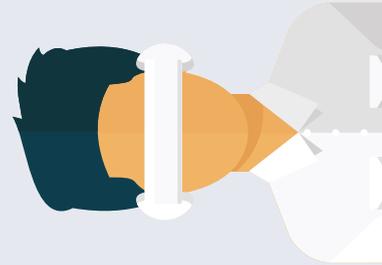


HOW IT WORKS



The Virtual Classroom creates a virtual learning space for physicians (but also patients and caregivers). Thanks to the fortunate mix of digital technologies it's based on, the participants can explore virtual library, with the new patient and product resources available in the course of remote calls completion:

- explore patient case studies in detail;
- practice their knowledge and skills in realistic 360-degree video settings;
- access supporting materials in different formats;
- attend case-based web conferences;
- take part in discussions with KOLs, and access the FAQ;
- join Virtual Congress to exchange expertise, etc.



What has long been making learning difficult – its monotonous format – is now transformed into something even more engaging than real-life settings. With online communication and 3-dimensional simulations, the learner gets immersed into high-intensity learning environment.

Present both resources and activities. One thing is reading a case report, another is witnessing a patient case in virtual reality. in virtual reality - simulate real life situations, select proper treatment scheme for «virtual patient», run blood tests etc.

Monitor the participants' progress and report success; when learning gets addictive, it is one step from being truly competitive.



Provide quality digital content for different stages of assessment. The great variety of different formats information is given in improves the results.

The high learner engagement is not a goal in itself – by making it easier and more interesting to learn, the new methods encourage the coming of the new generation of professional physicians.



Want to know more about how it can empower your communication with doctors and pharmacists? Be sure to request a free demo from our team: info@viseven.com.



Want to win the digital marathon?

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