

# 46<sup>TH</sup> LTEN Annual Conference

YOUR CONNECTION TO  
**CLARITY. COMMUNITY. CAREER.**

**WELCOME**  
AND THANKS FOR ATTENDING



# 46<sup>TH</sup> LTEN Annual Conference

## CONNECTING LEARNING STRATEGY & TECHNOLOGY

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**...TO CREATE IMPACTFUL, PERSONALIZED  
LEARNING EXPERIENCES**

**DATE:** Wednesday, June 7<sup>th</sup>, 2017



# PRESENTERS

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**Sameer Lal**

SVP Business Development,  
Indegene



**Brooke Taylor**

Director of Operations,  
Commercial Learning &  
Development,  
AstraZeneca



**Kristen Maida**

Training Operations Specialist,  
Commercial Learning &  
Development,  
AstraZeneca



**Ryan Obringer**

Director, Learning Strategy,  
Oncology Training &  
Development,  
AstraZeneca

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# OVERVIEW

## Presenting **The Learning Gateway**

**A customized, social learning platform combined with the Digital Asset Library**



Both solutions are integrated to answer the ongoing challenges of actively engaging learners and sharing and reusing existing content.

**Personalized learning experiences**



The Learning Gateway employs interactive pathways to generate impactful, personalized learning experiences.

**A robust administration portal**



While the Digital Asset Library, works behind the scenes to incorporate content management best practices for effective content sharing across multiple learning experiences and the organization-at-large.

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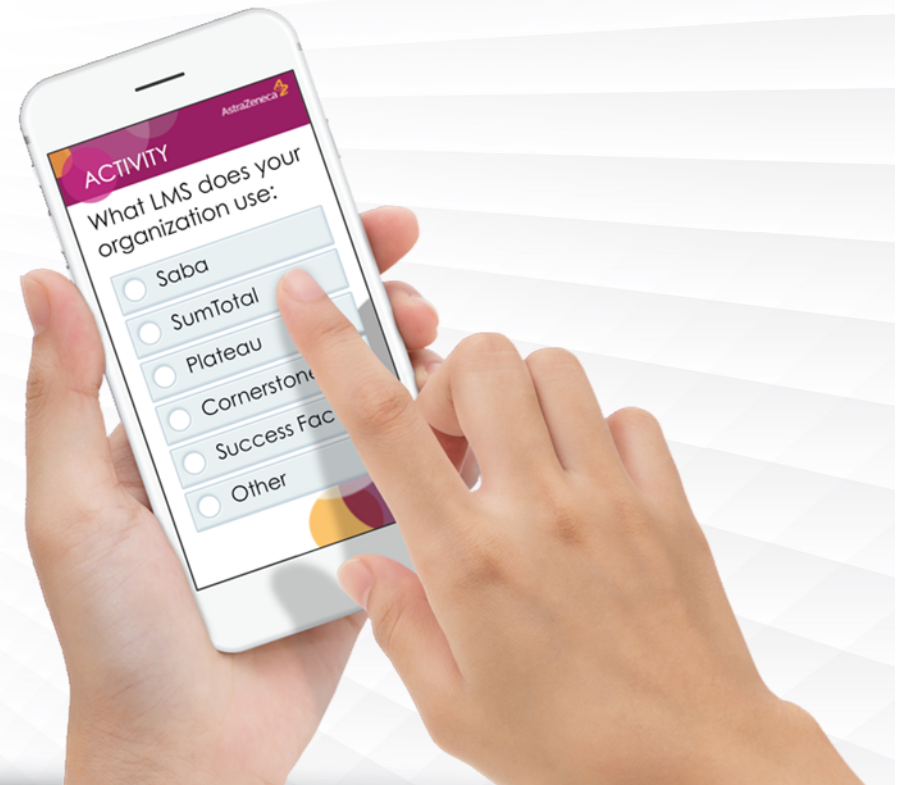
# ACTIVITY

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Please type the following URL on your smartphones/ tablets to answer a few questions:

[www.LTEN-LG-Workshop.com](http://www.LTEN-LG-Workshop.com)

Go



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# DISCUSSION BREAK – SURVEY RESULTS



# HOW DID THIS PROJECT BEGIN?

## Content Management

Missing a great deal of content



No connection between systems for sharing and reusing content



No content workflow available

## Learner Experience

Learner frustration with limited searchability



No clear pathway for learners



One-off app creation and assets on multiple platforms

## Enterprise Collaboration



Fragmented alignment between US business units regarding training



Added costs for creating similar content and learning experiences with different vendor partners

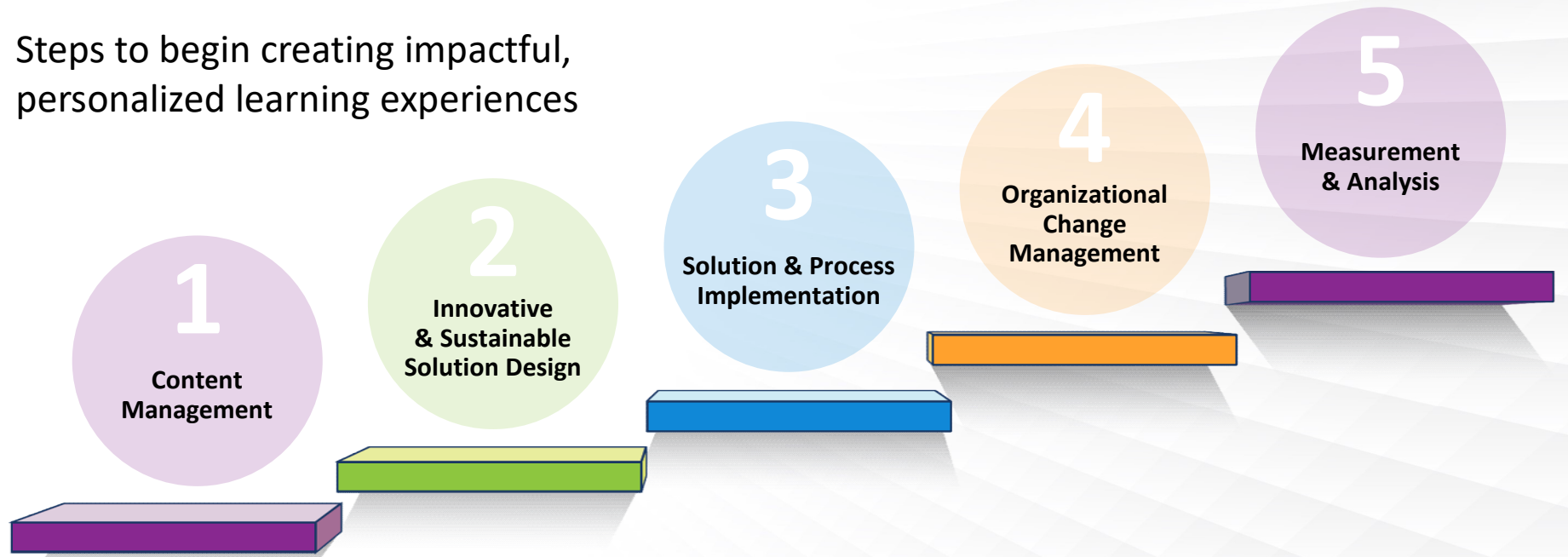
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# WHAT WILL YOU GAIN FROM THIS WORKSHOP?

Steps to begin creating impactful, personalized learning experiences



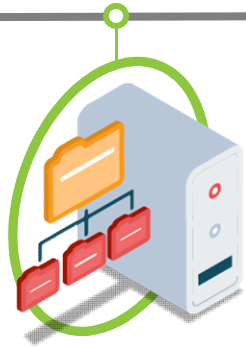
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# STEP 1: CONTENT MANAGEMENT

## Content Management Path to Modernization and Simplification

2012/2013



Decentralized systems  
Non-collaborative medium  
Hard to consolidate

2014



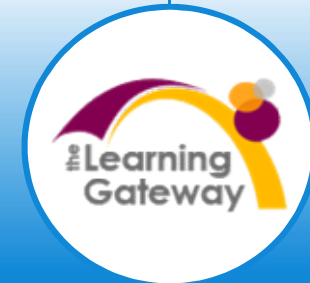
Non-interactive medium  
No file locations  
Labor intensive updates

2015



Centralized and collaborative  
Provided asset integrity  
Lacks better user experience  
Heavy maintenance & support

2016/2017



Centralized and collaborative  
One-stop shop for all training content  
Maintains content integrity  
Enhances user experience  
Minimal maintenance & support

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# STEP 2: INNOVATIVE & SUSTAINABLE SOLUTION DESIGN

*A robust, back-end solution that catalogs content for future reuse and sharing across the business, which drives...*

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Hey there, Kristen Maida. Welcome back! Learning Gateway Home

### US Commercial Learning Admin Portal

**ASSET MANAGEMENT**

- List Assets
- Asset Management
- Manage Asset Order
- Bulk Upload

**METADATA MANAGEMENT**

- Brand
- Topic
- Therapeutic Area

**CAROUSEL MANAGEMENT**

- Carousel List
- Carousel Order

**SETTINGS**

- Manage Admin
- Manage Email Settings

**REPORTS**

- Summary Report
- Raw Data

**HEET MANAGEMENT**

- Manage Domain/Topic
- Manage Heat Carousel
- Manage Heat Pdf

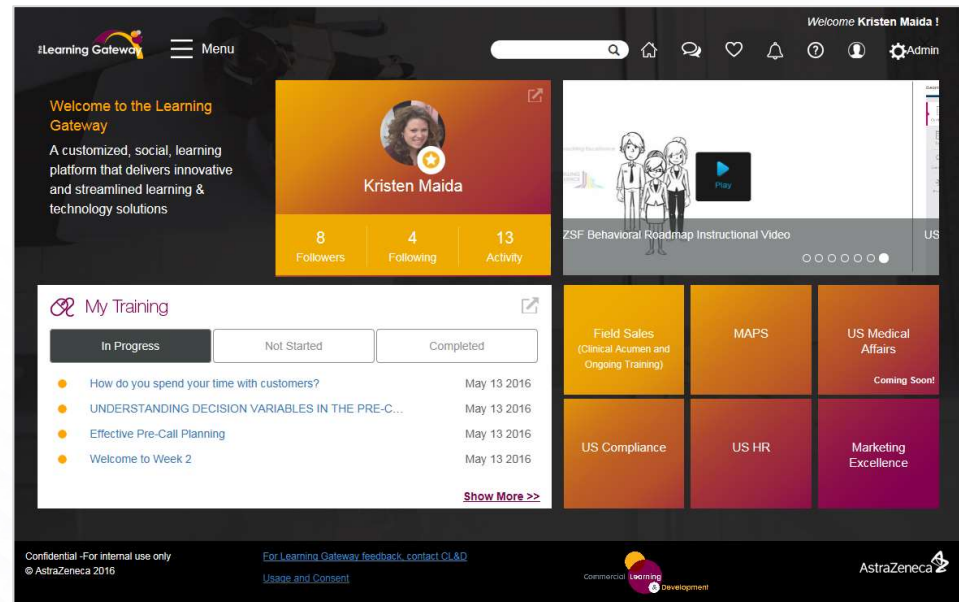
List Assets

Begin a new search SEARCH -- Select -- Export Reset

Assets	Duration	Portal Expiry Date	Actions	Asset ID
"Go Beyond the Stent" Video Live On Learning Gateway	00:05:00	03-30-2018	View Curriculum Course Description Tag to Curriculum	Asset ID-4723
[UK Prospective Diabetes Study (UKPDS) Group], 10-year follow-up of intensive glucose control in Type 2 Diabetes	00:00:00 Not published to Learning Gateway	11-18-2017	View Curriculum Course Description Tag to Curriculum	Asset ID-3784
1 AZ Selling Framework Call Planning Worksheet Live On Learning Gateway	00:10:00	12-12-2017	View Curriculum Course Description Tag to Curriculum	Asset ID-3996
11057872 Not published to Learning Gateway	00:30:00	AZLearn/Learn Expiry Date: 01-27-2017	View Curriculum Course Description Tag to Curriculum	Asset ID-4205

# STEP 2: INNOVATIVE & SUSTAINABLE SOLUTION DESIGN

*...the innovative, customized user interface that offers a single access point for all US business training housed in any location.*



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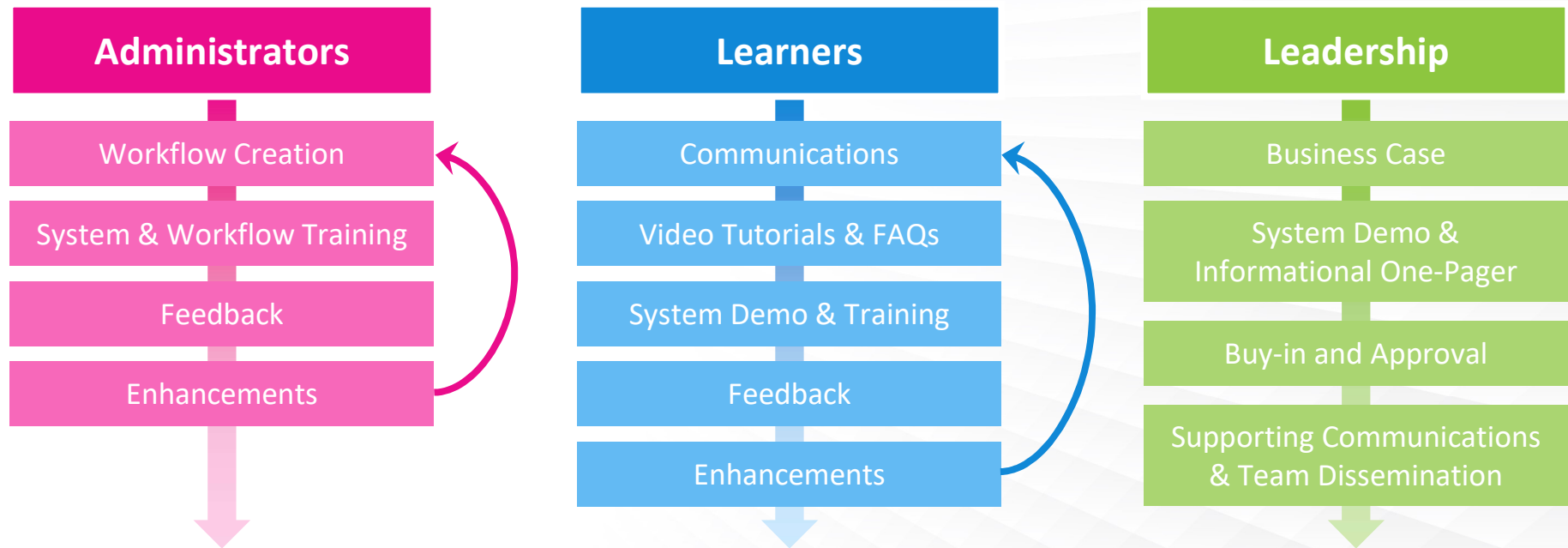
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# DISCUSSION BREAK – DEMO Q&A



# STEP 3: SOLUTION & PROCESS IMPLEMENTATION



# STEP 4: ORGANIZATIONAL CHANGE MANAGEMENT



The focus of the training & development workstream was to identify and plan for actionable initiatives that will help drive simplification, improve the end user experience, and create efficiencies across the business

Business Issue	Solution	Proposed Scope of Change
Infrequent instances of cross-functional partnership & collaboration	Training & Development Steering Committee	Development of a cross-functional steering committee to provide the governance to T&D spend across business areas, determine common needs, and identify efficiencies for key training related initiatives
Fragmented vendor spend	Vendor Consolidation, Category Management & Governance	Consolidation/categorization of vendors and the documentation of a set of standards for vendor selection. Implementation of a cross-business governance process to enable the better leverage of spend (in partnership with Steering Committee)
Duplicative asset development and delivery	Universal Digital Asset Library	Development of one repository for all assets to allow for content sharing and re-use
	Universal Delivery Access Point	Development of one enhanced access point to allow for the consistent user experience for all training related activity and delivery
Redundant and inefficient business processes	Centralized Operations	Integration of all of the strategic planning, program management, execution and platform/content management for all training related activities

# STEP 5: MEASUREMENT & ANALYSIS

## Initial Creation & Ongoing Training Launch Results



- ◆ About **7,000 unique users** accessed the Learning Gateway (LG) in 2016
- ◆ Over **475,000 content views** to date
- ◆ On average, **each user accessed about 60 pieces of content** over the year
- ◆ Over **14,000 learner comments** made on content across the site



- ◆ Over **4,300 active assets** on the Learning Gateway to date and still adding
- ◆ **20 new learning experiences** created on the LG in 2016 and 2017
- ◆ Content represents **all TAs and 11 functions**

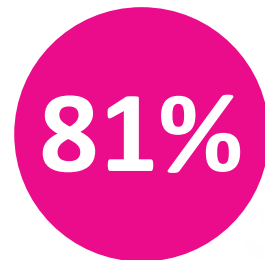


- ◆ **10 new features established** on the Learning Gateway
- ◆ **10 enhancements made to the asset management workflow** to improve processes

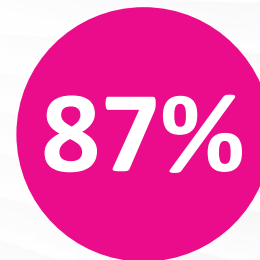
# STEP 5: MEASUREMENT & ANALYSIS

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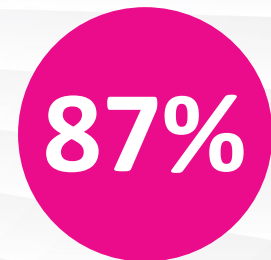
## New Hire Training Launch Results



Ease of Use Rating



Saw Improvement from  
Previous Learning Experiences\*



Likelihood of Utilization  
for Future Training

\*Statistic only applies to those that have been exposed to existing Learning Management System (LMS)

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# ONCOLOGY BUSINESS CASE STUDY

## Pre-Learning Gateway Scenario

Growing Oncology Business:

- ◆ New Customer-facing teams
- ◆ New Product and Indication launches expected

Learning was 'pushed' out

No-one could find learning assets in AZ Learn (not even the trainer!)

No identity existed via AZLearn

Difficult to capture in the moment feedback

Updated assets = Disruption

Collection of PDF and HTML-5



## Learning Gateway Solution

General Oncology Landing page with links to all customized therapeutic area pages

Learning assets are 'pulled' by the learner

All learning assets are easy to find and accessible to everyone in the organization

Established a culture of learning and a clear team identity

'Like' buttons and area for learner feedback

Updated content is seamless

Collection of mixed media including PDF, HTML-5, Videos, Podcasts

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# IMPACTS TO THE BUSINESS

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## HELPED CHANGE THE LEARNING CULTURE IN ONCOLOGY

- ◆ Learners can spend their time learning, not accessing data
- ◆ Allows anyone in the organization to 'pull' learning they are seeking
- ◆ Gateway provided a comprehensive, cohesive curriculum in a variety of adult learning modalities

## ALLOWS THE TRAINING TEAM TO MAKE MORE INFORMED DECISIONS

- ◆ Gives our training team Information outside of surveys



# DISCUSSION BREAK – CASE STUDY Q&A



# KEY LEARNINGS & PITFALLS



## IT ALL STARTS WITH CONTENT

- ◆ Tracking and cataloging content is key
- ◆ Understanding what is available and what can repurposed saves time, money and resources



## KNOW YOUR AUDIENCE

- ◆ Developing learning experiences that will speak to users does impact the learning curve and usage
- ◆ Engaging users to understand their needs and ideas for curriculum improvements



## COMMUNICATE REGULARLY

- ◆ Driving utilization through internal channels is imperative
- ◆ Ensuring stakeholders have a clear understanding and all the communication materials upfront will speed up learning curve

# WHAT'S NEXT?

## Future enhancements

- ◆ Learning Retention Tool
- ◆ Gamification
- ◆ Admin Interface & Functionality



**WHAT ARE YOUR IDEAS?**

**FEEL FREE!** SHARE YOUR INNOVATION STORIES AND/  
OR SUGGESTIONS.

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# YOUR FEEDBACK IS IMPORTANT TO US

Please take a moment to complete the workshop evaluation located in the mobile app. LTEN looks to your feedback to help improve the program each year.

1. Open the Mobile App
2. Click on the Agenda
3. Select the Session you are Evaluating
4. Select the Rate and Review Button

If you do not want to complete the survey in the mobile app, you can collect a hard copy form at the registration desk.



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