

BRANCHING LOGIC

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Agenda

1 Introductions

2 Expectations

3 Objectives

4 Branching Logic:
What is it?
What are the benefits?

5 The Challenge

6 Debrief

7 Real-world
Examples

8 Questions/Answers

BRANCHING LOGIC

OBJECTIV

ES

Clearly articulate the value of branching logic

Recognize the structure of branching logic scenarios

Develop an algorithm for a branching logic scenario

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DEFINITIO

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[3Cs]



A

Challenge

that presents a series of

Choices

with

Consequenc
es

BRANCHING LOGIC

BENEFITS

- Enhances transfer-of-learning by immersing the learner into real-world patient stories and through physician treatment decision pathways
- Learners drive the training by making choices around treatment and are presented with the consequences of their decisions This unlocks new challenges and new decision paths
- Learners apply critical thinking skills as they “think like a physician”

Ultimate result: Richer, more impactful discussions between representatives and physicians



THE

Challenge

CHRONIC WHINING SYNDROME (CWS)

A complex disorder with a range of symptoms that needs an individualized treatment plan

Victim mentality – Entitlement – Pessimism - Wallowing in Misery

Genesis: Adults who suffer from CWS are typically children of narcissistic parents whose goal in life was to portray that "image" is everything and to "pretend" that everything is good, especially when it is not. Thus they deny their reality and not deal with their true feelings.

GOOD vs CHRONIC WHINING

Chronic Whining: Happens often

There's no reason or purpose to the whining but to be miserable and make those who are around miserable, too. CWS sufferers are not looking for **solutions** or resolution and do not even want to heal. This kind of whining is used to get **attention** or to get one's way. Misery loves company! But no one else does. This chronic whining truly affects personal and work relationships and can have a **detrimental effect on one's life.**

Good Whining: Happens rarely

When done right, can actually be helpful!
Good or constructive whining is the ability to call out the raw truth, express deep feelings, be vulnerable and share with those you love. It is about embracing those inner feelings, coddling them, figuring them out, so you can make them better.

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DEBRIEF

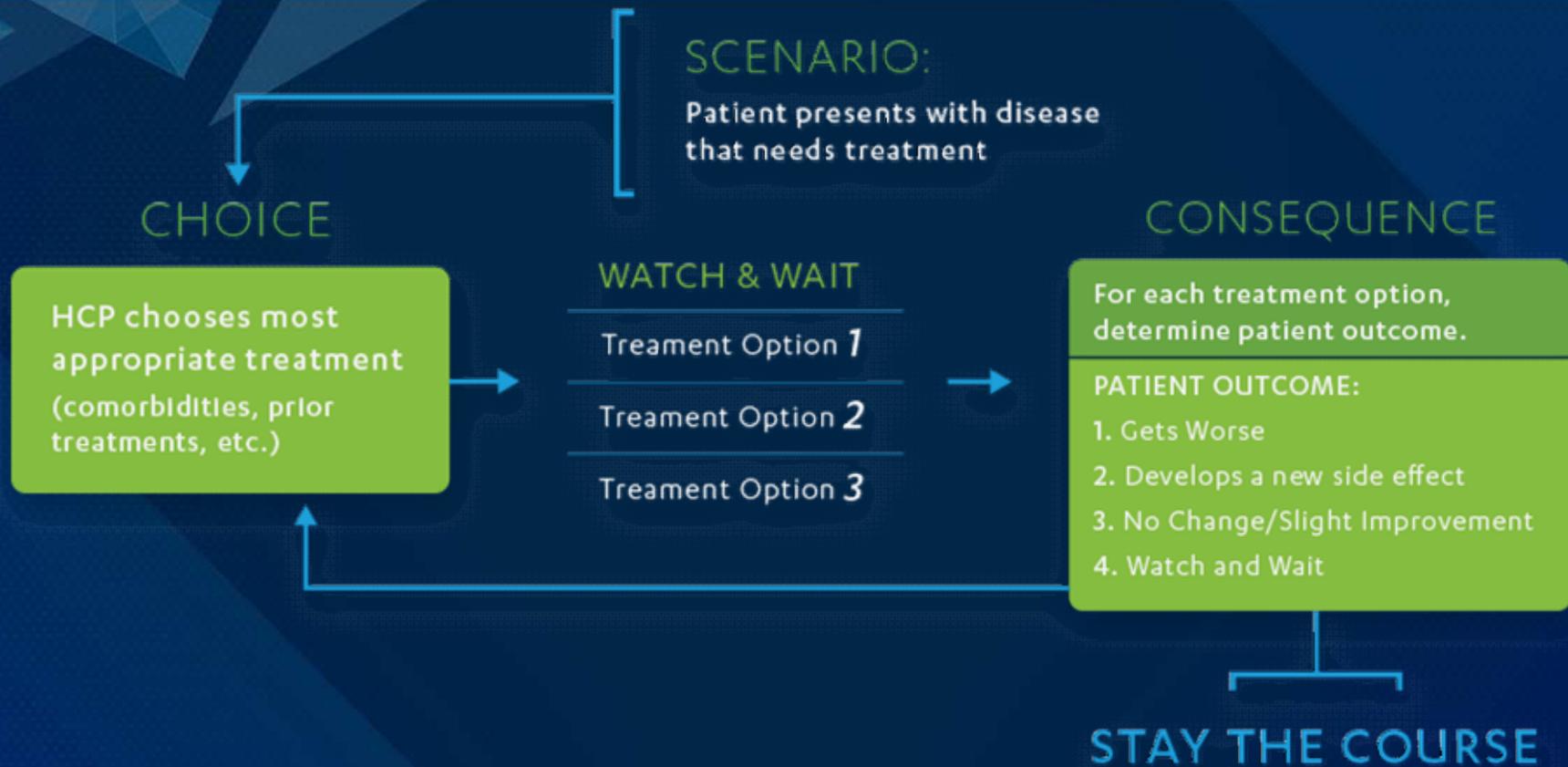
Volunteers to walk us through a path or two?

What did you learn? What snags did you experience?

How would you apply this in your organization?

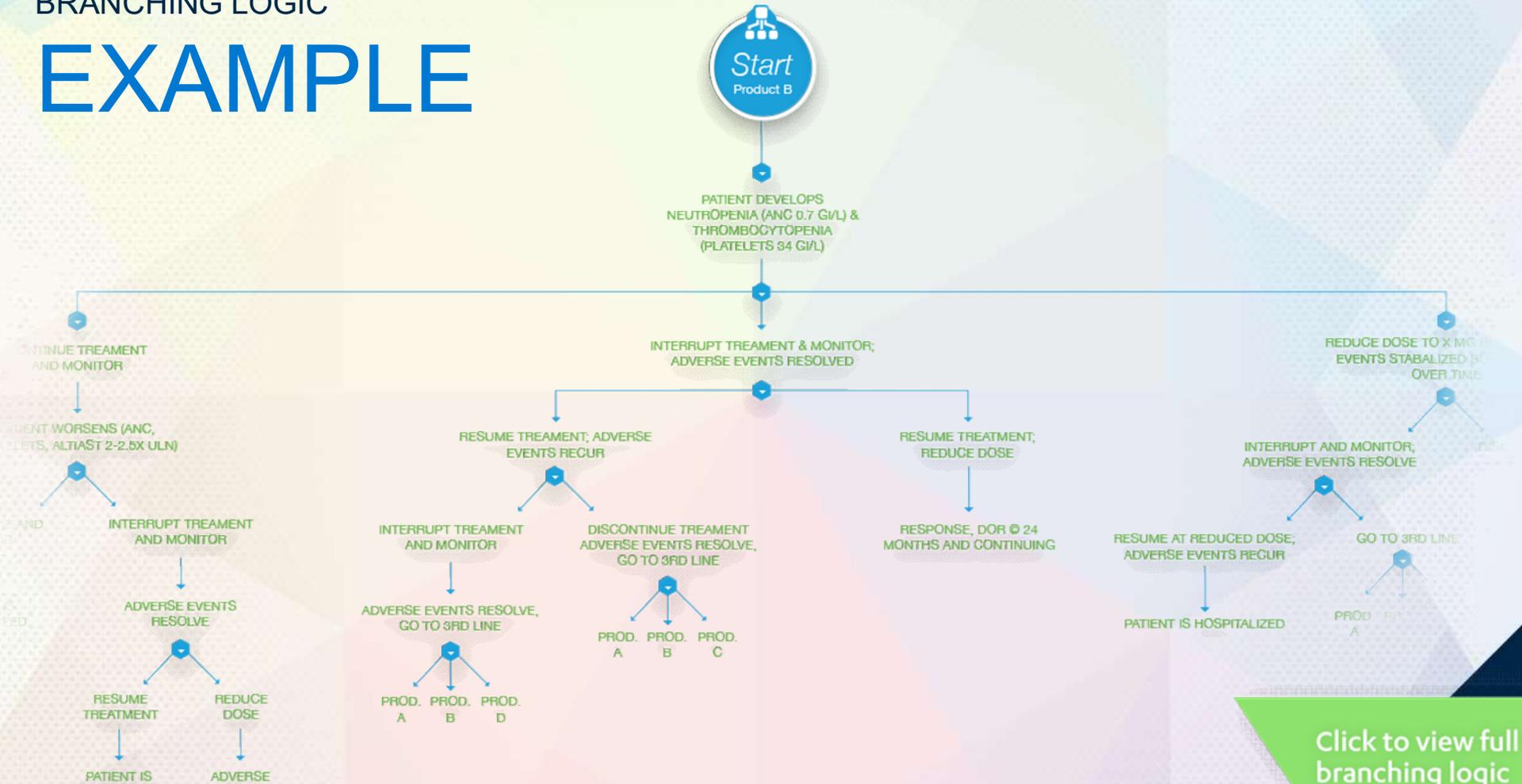
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MAPPING



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EXAMPLE



Click to view full branching logic



Thank You

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