

A Multimedia Microlearning Solution to

Elevate, Educate, and Excite

THE NEED

AstraZeneca was preparing for a product launch. Their salesforce needed a solid foundation in the anemia of chronic kidney disease (CKD) disease state to prepare them to engage in meaningful conversations with healthcare professionals (HCPs). When meeting with HCPs, they sought to:

- **Elevate** anemia of CKD as a condition that must be managed
- **Educate** on the kidney's oxygen-sensing role
- **Excite** HCPs about the HIF pathway and its therapeutic potential

By upskilling the salesforce in this complex disease state, AstraZeneca would help to create effective advocates for patients with anemia of CKD.

THE SOLUTION

Axiom created a comprehensive multimedia microlearning solution to meet the US and Global training needs for AstraZeneca. It was called the Anemia of CKD Disease State Awareness (DSA) curriculum.

1000+ US and global learners have followed this curriculum



Patient-Centric Approach

To infuse the patient into the curriculum, Axiom created 5 fictional patient cases, which formed the basis of the:

- **Patient journey digital learning assets (DLAs)**, which took a deep dive into each patient's medical history, lab test results, clinical decision-making points, and treatments. These journeys featured audio clips from the patient's perspective, but also from the perspectives of others participating in their journey, providing a full 360° view of the patient experience.
- **Emotionally impactful videos**, which gave a voice to patients. These videos brought the patients to life by describing what it feels like to have anemia of CKD and the negative effects it has on their lives.



Multimedia Solution: Video

A series of **7 introductory videos** were created to familiarize the learner with the more complex content blocks in the curriculum (there were 10 content blocks in total). These short (<5 min) videos

were created using an adaptation of the kinetic typography style, in which moving text and simple imagery are used to express concepts or ideas. These videos provided a high-level overview with the intention of piquing the interest of learners.



Provider Award: Learning Content



Adaptive Learning

To check for knowledge retention, 1 formalized **quiz** was created for each content block. These quizzes were developed to act flexibly, either as a screening tool for advanced learners who could "test out" of the required learning if they achieved a minimum number of correct answers, or as a final knowledge-check quiz upon completion of the content block by less experienced learners.



Axiom's adaptive learning approach allowed learners to "test out" of content within the curriculum. This adaptability allowed time saved to be reallocated to driving brand goals in the field!

300 (87.5%)

Learners tested out of the review materials for the initial 2 weeks of training.

Seat time saved:

4.8 hours Average time saved per advanced learner.

426 hours (~17.5 days) Total time saved by all learners.

Through the successful pilot of adaptive learning in the Anemia of CKD DSA, adaptive learning has become a flagship experience for three other therapeutic areas to help provide personalized experiences for learners that ultimately can lead to more impactful customer interactions

Josh Chapman, Director of Learning, AstraZeneca



Flexibility For Learning Style

Since its initial deployment, the DSA curriculum has been evaluated and updated to incorporate feedback from the field and Sales Leadership. One request was to develop a printable asset, which would ultimately become the **Note Pad**: a brief summary of a block of content, a set of thought-provoking questions, and space for jotting down notes. These were developed to accommodate learners who wanted a printable learning tool.



Axiom is an award-winning global scientific engagement partner. We empower cross functional teams to achieve and maintain their leadership in evolving competitive landscapes, by providing unforgettable healthcare communications, medical training, and marketing solutions to the pharmaceutical and biotech industries.

