

PLANNING A SUCCESSFUL PRODUCT LAUNCH LEARNING JOURNEY

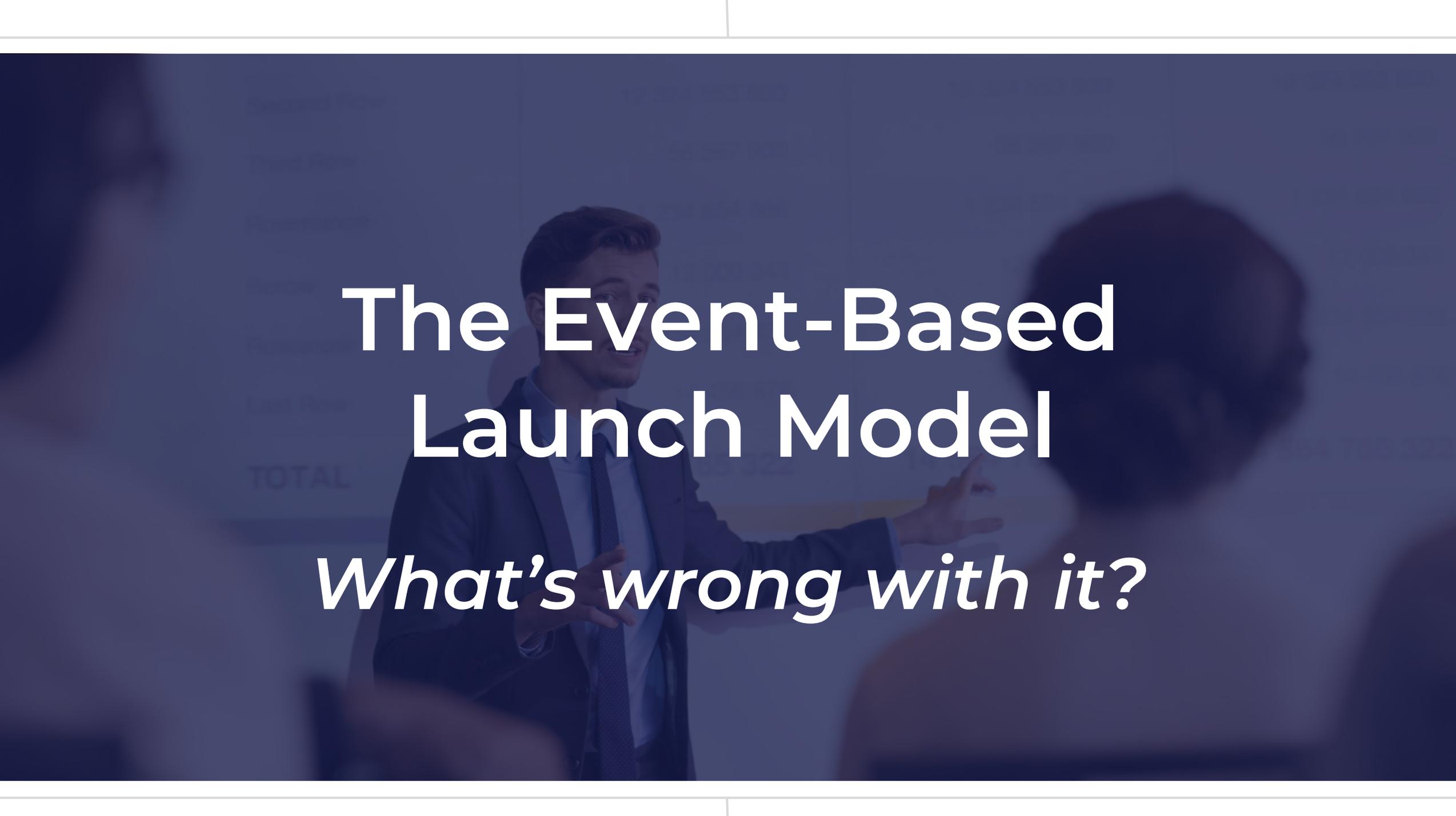
TiER1
PERFORMANCE

LEANNE BATCHELDER

**Principal and Life Sciences Client
Partner**

TiER1 Performance



A man in a dark suit and tie is standing in the center, gesturing with his hands as if presenting. He is looking towards the right. The background is a blurred audience of people. The entire image has a dark blue overlay.

The Event-Based Launch Model

What's wrong with it?



The Old Model: “Here’s the Info. Good Luck!”



The Old Model: “We launched it. Our work here is done.”



6

“One and done” meant learners *forget*.

PLANNING YOUR LAUNCH LEARNING JOURNEY

8 Key Steps to Success

1. Define your vision of success
2. Analyze your audience
3. Define your instructional goal
4. Create your learning objectives
5. Organize those objectives by topic and order
6. Create the learner journey experience
7. Determine what tactics/techniques support the learner experience
8. Consider localization needs

GLOBAL PRODUCT LAUNCH ACTIVATION GUIDE

MAKE YOUR NEXT PRODUCT LAUNCH TRAINING A JOURNEY TO REMEMBER.

Successful product launches inspire the hearts and minds of your sales and marketing teams, and require purposeful and creative planning to meet your objectives.

The launch of new products is critical to the success of the business and the ongoing ability to bring life-changing medical innovations and treatments to patients, HCPs, and the systems that support them. Product training is THE critical success factor for any launch—and experience shows that a holistic approach to training will foster better results. To boost effectiveness, think of product training as a learning journey, rather than an event!

When it comes to preparing your organization for a product launch, identifying what you want your various learner audiences to do (or avoid doing) should not be difficult. Yet, to influence behavior (the “do”), you need to first influence what your sales reps and marketing teams feel and think about the new product and their own personal capabilities in selling it.

The following guide will help your product training team identify critical elements for designing a product launch training journey with impact.

Let's get started!

PLANNING CANVAS: PRODUCT LAUNCH LEARNING JOURNEY

This planning canvas will guide you as you consider, capture, and map the various components that influence the engagement of your audience and achieving the desired product launch outcomes. This guide will take you through a series of planning steps that include the following components:

- 1 VISION OF SUCCESS
- 2 AUDIENCE ANALYSIS
- 3 INSTRUCTIONAL GOAL
- 4 LEARNING OBJECTIVES
- 5 ORGANIZE BY TOPICS & CATEGORIES
- 6 EXPERIENCE DESIGN
- 7 SOLUTION TACTICS & TECHNIQUES
- 8 CONSIDERATIONS FOR LOCALIZATION

1 VISION OF SUCCESS

If you want to keep your training journey grounded and aligned to the business objectives, it is imperative to start by defining what success looks like.

Take a moment to consider:

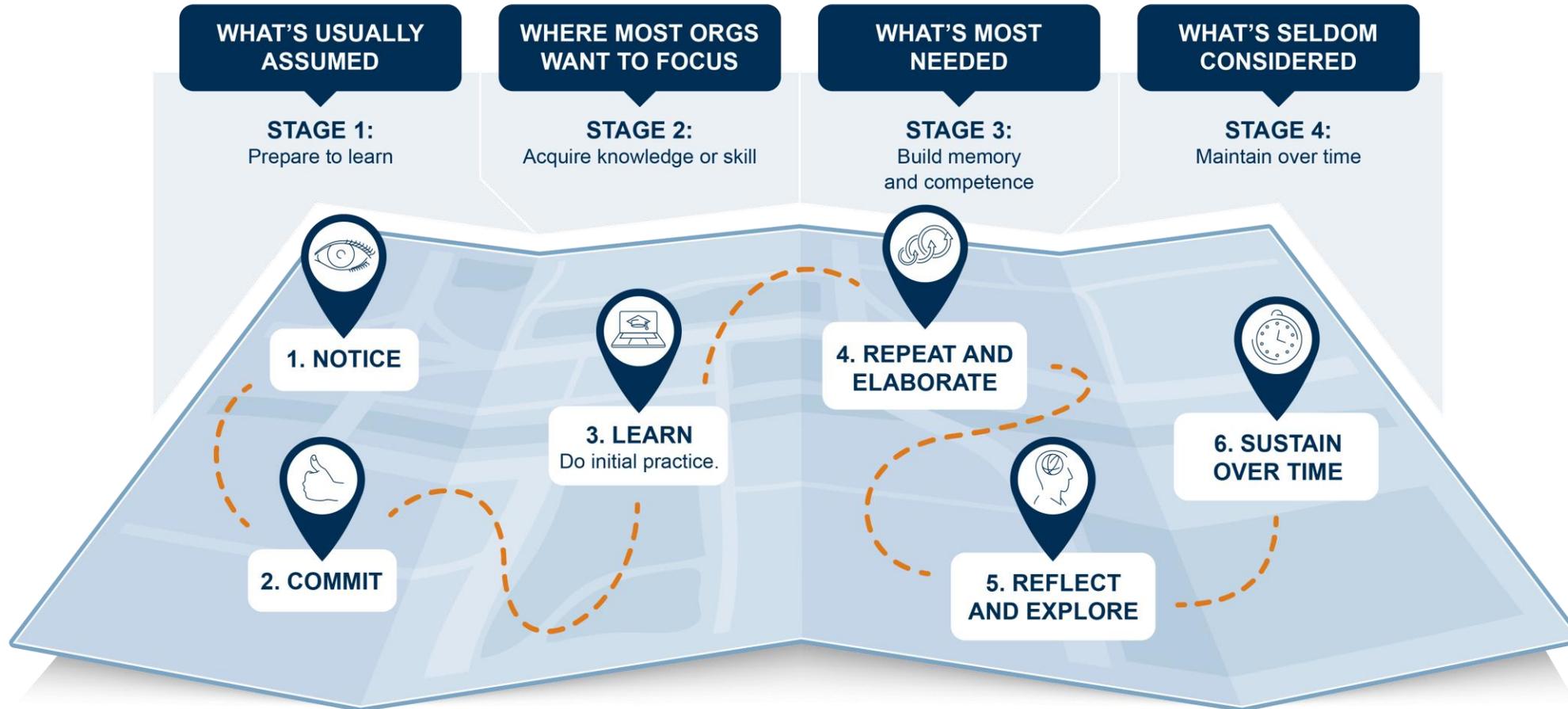
- How will we know if the launch is a success?
- What metrics will we use to measure success?
- What impacts will this launch have on the business and our customers?

Capture your thoughts:

tier1performance.com **TiER1** PERFORMANCE



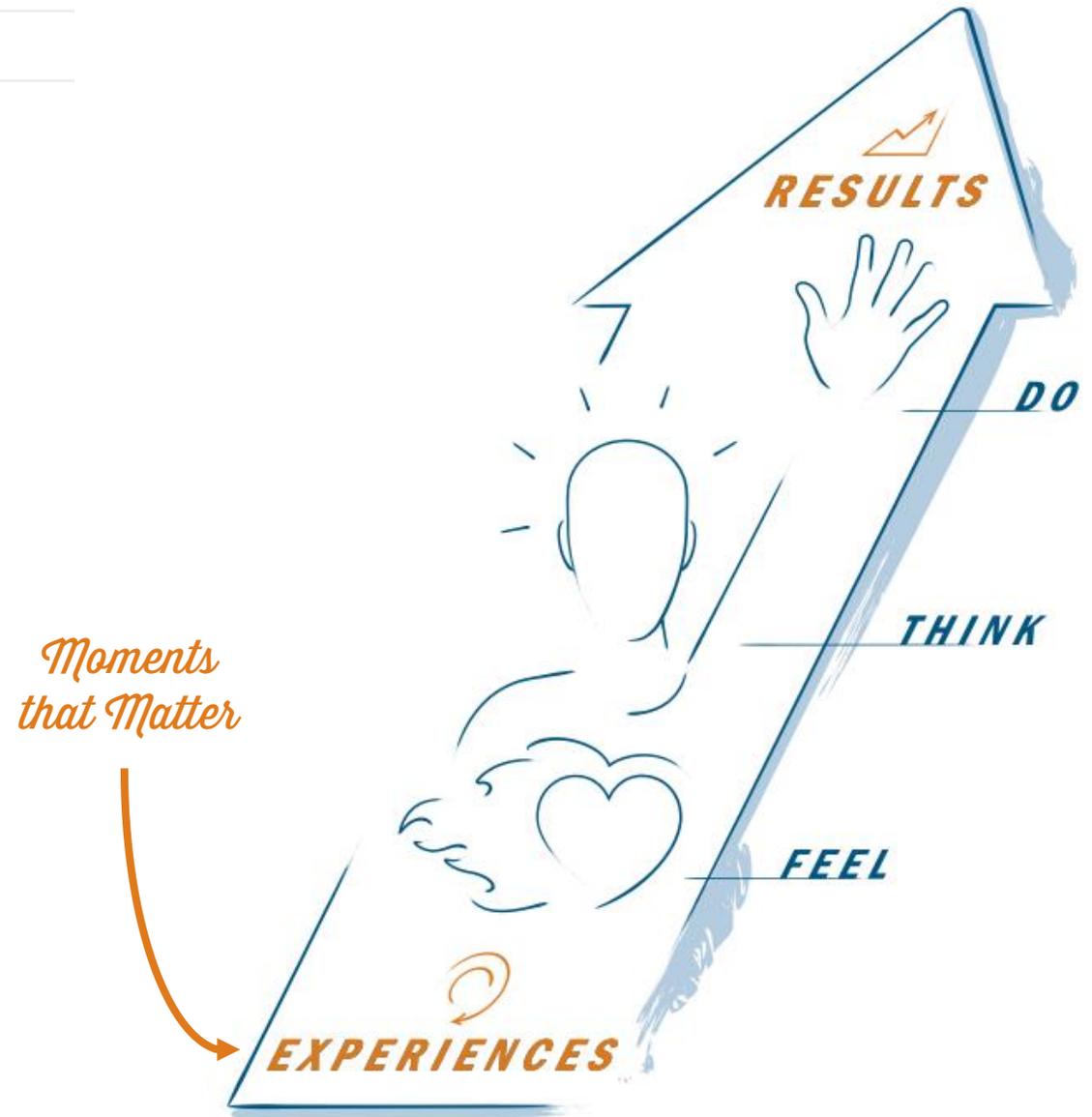
LEARNING IS A JOURNEY



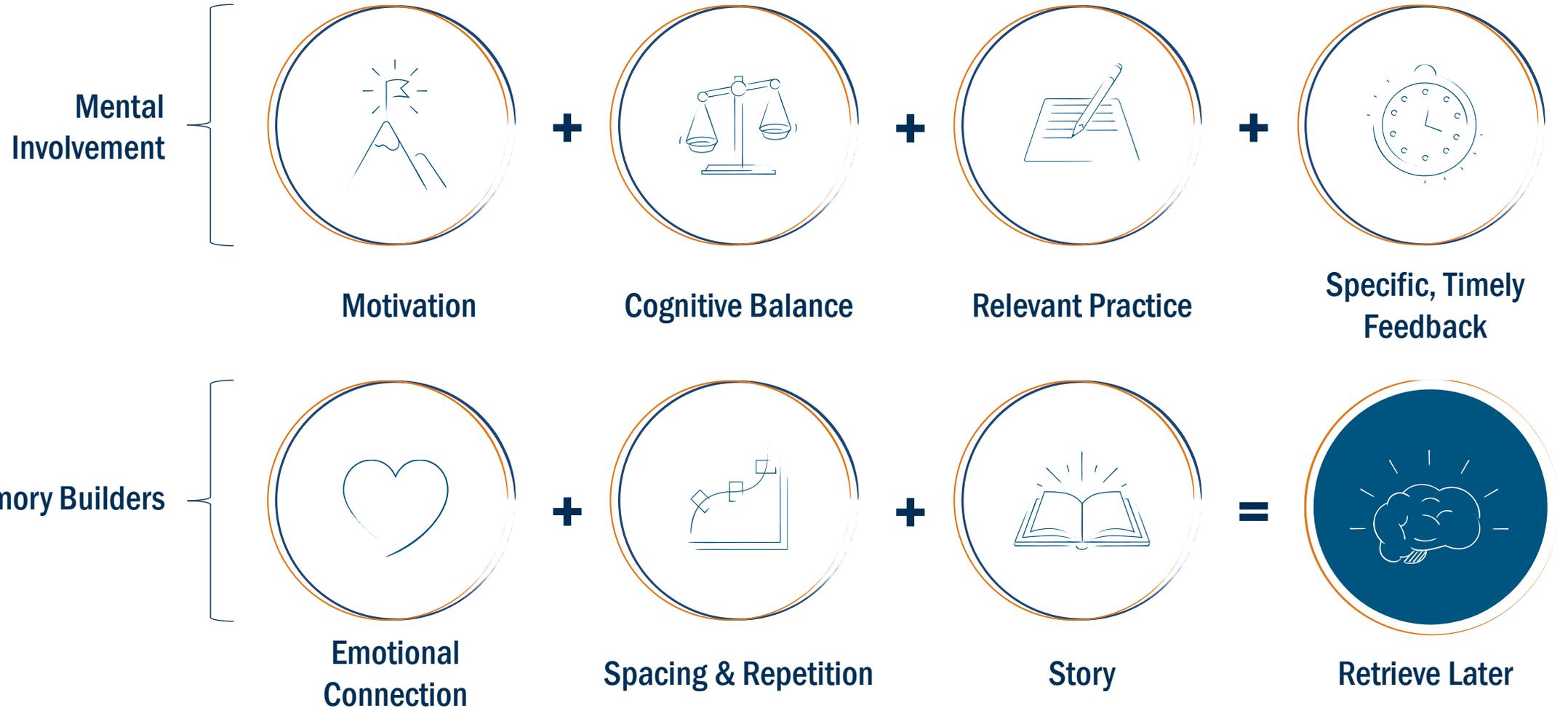
DESIGNING *experiences*

Performance Model

Design performance experiences and build assets that *shift mindsets* and *change behaviors*, driving results and value for your organization.



THE LEARNING & REMEMBERING EQUATION



BEST PRACTICES FOR CREATING *effective* eLEARNING



Interactive

Course interactivities allow for active learner participation to encourage higher levels of engagement and deeper learning.



Engaging

Good eLearning draws the learner's attention and makes the learner think.



Short

Most learners have short attention spans. eLearning should ideally be 15 minutes or less, and no longer than 30 minutes.



Intentional Voiceover

Voiceover can enhance engagement and understanding but overused can make a course unnecessarily long. Closed Captioning should be provided, both for learners that cannot listen to the VO, and those who prefer to read.



Visually Engaging

High-quality visuals add to engagement, provide clarity, and reinforce learning.



Mindful of Attention Limits

The amount of information a learner can absorb in one sitting is limited. Select topics carefully.



Open Navigation

Less restriction on navigation is generally better. An open navigation structure encourages exploration and allows learners to use the course as a reference.

CREATE WORKSHOP EXPERIENCES USING THE 5 E's



ENTICE

How might we attract participants to the experience?

For example:

- Teaser videos/Testimonials
- Gift mailed in advance
- Countdown clues
- Crowdscore playlists
- Keynote leader extracts
- Themed itinerary



ENTER

How might we set the stage for our time together?

For example:

- Microsite of details
- Lobby with music, animation
- Greeters who send 1:1 chats
- Unexpected first scene
- Crowdscore engagement rules
- Fun polls & spotlight shout outs



ENGAGE

How might we create an experience that energizes and inspires the work?

For example:

- Infographic styled content
- Theme language established (Crew, captains, mess hall)
- Virtual post-it sessions
- Game mechanics for points
- Pre-record speaker / live Q&A



EXIT

How might we create memories and momentum?

For example:

- Meme voting
- Summary drawing exercise
- Crowdscore priorities
- Use a virtual board for posting follow ups, thoughts



EXTEND

How might we communicate & activate our experience?

For example:

- Peer pairings
- 1:1 check ins scheduled
- Microsite with follow up sessions & content

THREE-PHASE LAUNCH LEARNING MODEL

1. Engage	2. Deepen	3. Reinforce
Online Pre-Launch Experience	Live In-Person or Virtual Workshop Experience(s)	Post-Launch Workshop Reinforcement
Establish facts and processes.	Practice using facts with customers, experience hands-on training, get feedback.	Reinforce customer messages, practice more complex scenarios, learn from real experiences.

RE-IMAGING THE LEARNING EXPERIENCE FOR VIRTUAL

1

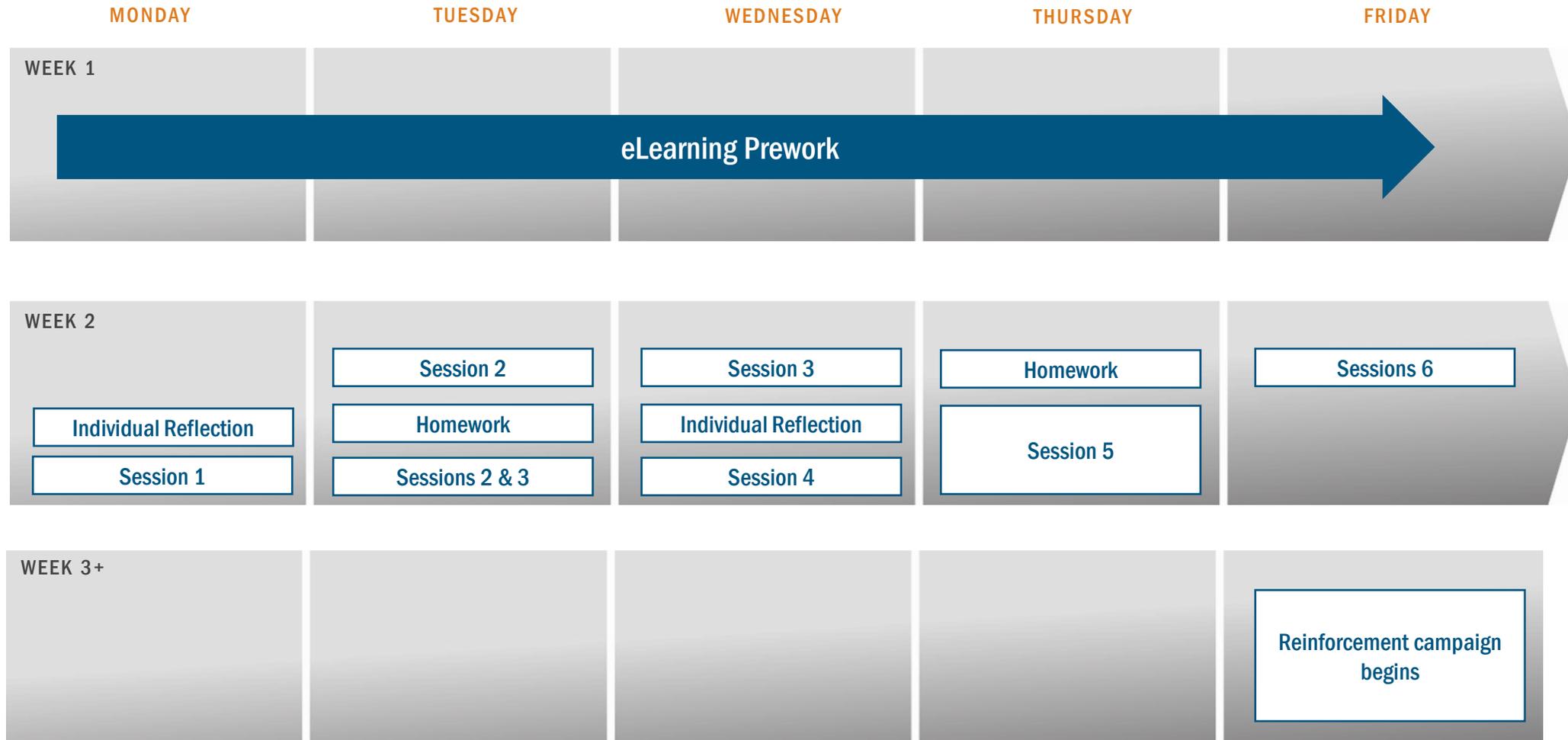
Pre-Work

2

Virtual Sessions

3

Reinforcement



A VIRTUAL PRODUCT LAUNCH CASE STUDY

(What Good Looks Like)

Virtual Product Launch

THE CHALLENGE

A brand new product is launching – an algorithm – which means the sales team at this client organization needs to get up to speed fast. Plus, they’ve not had to sell anything like this before.

And there is another bigger product portfolio coming next year with the algorithm included with it.

THE DESIRED FUTURE STATE



Engaged, enthusiastic sales team



Ability to position product in the market



Stage is set for future launches

THE RESULT

Sales reps face a couple of new challenges with the launch of the PRODUCT algorithm:

- unfamiliarity with selling digital solutions like algorithms
- trying to sell directly to clinicians in addition to lab staff

This Life Sciences organization needs to build confidence and competence in their global sales reps who will support this critical –phased launch, while also getting buy-in from the Affiliates (EMEA, LATAM, APAC, and NAM) to bring the launch training program to their regions, using a Train-the-Trainer module.

1. DEFINE THE VISION FOR SUCCESS

A Sales Rep Transformation

	Current State	Future State
Think	I need more information about PRODUCT.	I know what PRODUCT is and how to sell it.
	<i>I know how to sell products, not medical value.</i>	<i>I know how to sell products via holistic medical value.</i>
Feel	I am nervous about selling to clinicians and having the right messaging and data.	I feel prepared to talk with clinicians about PRODUCT, and I have the resources I need to make my case.
	<i>I am comfortable selling to labs.</i>	<i>I am comfortable selling to clinicians, labs, whomever.</i>
Do	I work individually on my sales, which don't include selling algorithms.	I bring in teammates on sales, and that helps me effectively sell algorithms.
	<i>I focus my efforts on products I understand or have had success selling in the past.</i>	<i>I sell what makes sense and in the way it makes sense—I don't limit myself, and I leverage team partnerships.</i>

2. AUDIENCE ANALYSIS: SALES REPS

Profile: Target Learner

Emily is 42 years old and has 12 years of sales experience. She spends much of her time traveling to customer sites.

Challenges and Feelings

Emily already supports a very large portfolio and is not sure how PRODUCT or other algorithms fit into that portfolio. She is also concerned about the impact PRODUCT will have on her workload. She is accustomed to talking to customers in the lab and finds the idea of talking to hepatologists challenging.

Motivation

Emily is eager to learn new things and wants to increase her sales, but she must feel confident in her ability to talk about medical value to customers. She needs to know that she has all the tools and support necessary to be successful.

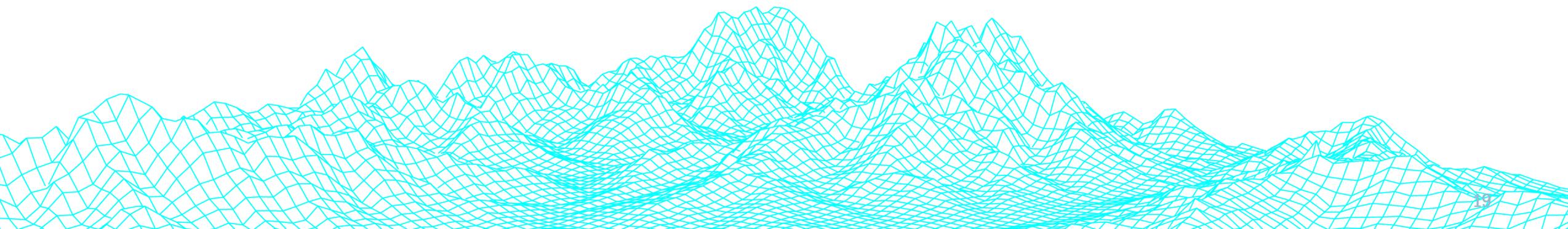
“If I have the right training, tools, and support, I can talk to any customer!”



3. INSTRUCTIONAL GOAL

Outcomes before Content

- After completing training, sales reps will confidently engage both hepatologists and lab management to tell the PRODUCT story, position the medical value of high-risk surveillance with the algorithm to fill unmet testing needs. Sales reps will also be able to effectively engage clinicians, strategically pulling in Medical Affairs and Marketing to support as needed.



4. LEARNING OBJECTIVES

Outcomes before Content

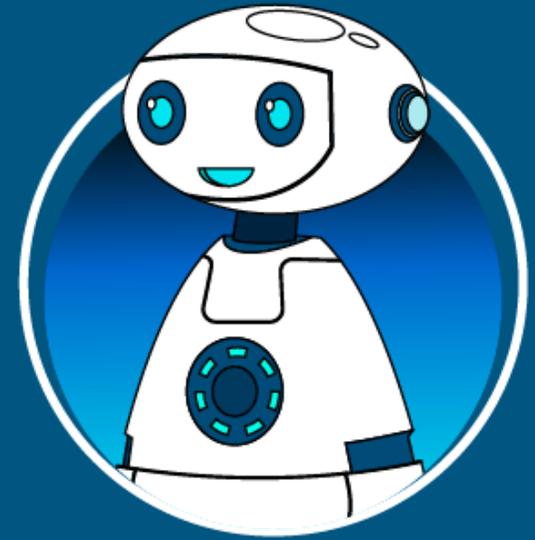
- Believe the product provides unique insights that can save lives
- Identify where the product fits in the patient journey
- Define HCC and its primary causes
- Identify the stages of HCC care and the current diagnosis methods for HCC
- Explain the functionality of the product and connect to medical value
- Uncover customer needs and pain points
- Overcome customer objections
- Differentiate from the competition
- Position the product effectively and close the sale
- Locate and use appropriate resources

7. SOLUTION TACTICS & TECHNIQUES

The 2021 Product Launch uses a space theme to motivate and engage learners throughout the experience.

Learners are crew members aboard the Starship *Diagnosis*. The ship is on a mission to travel through space and spread the latest diagnostic technology throughout the universe. Crew members on board the ship are advised by their android learning agent and guide, LIVER-1.

The story and imagery are used throughout all phases of the launch experience to tie all elements of the launch experience together.



7. SOLUTION TACTICS & TECHNIQUES

5. ORGANIZE LEARNING OBJECTIVES AND CONTENT BY TOPIC AND LEVEL



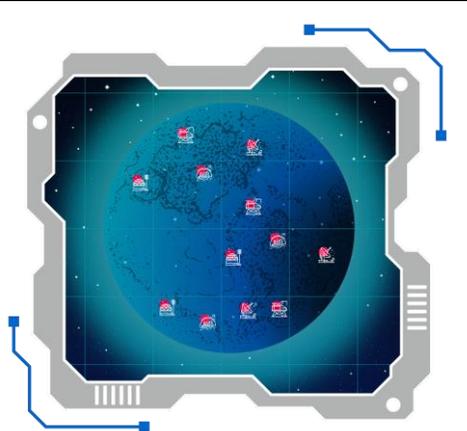
Upon arrival in the Hepatia system, learners engage in a variety of interactive activities and breakout sessions to practice telling the PRODUCT story.

Incoming Transmission - Red Alert!



Diagnosis Crew we have encountered our first task, and it is one of discovery! To fully understand HCC, we must first explore what it is like to be a patient diagnosed with an advanced stage of HCC and the challenges they face.

Online prework follows the voyages of the Starship: *Diagnosis*, a research vessel on a 28-minute mission to travel to the Hepatia star system and protect its inhabitants from the ravages of liver cancer (HCC) by telling the PRODUCT story. They are guided by LIVR-1, their android learning agent.



What are the Most Common Causes of HCC?

There are several major risk factors that contribute to the presence of chronic liver disease and, thus, HCC. Some of these risk factors are more prevalent in certain parts of the world. Below are some of the most common causes of HCC.

Select each tab to learn more about the common causes of HCC.

HEPATITIS B & HEPATITIS C	ALCOHOLIC LIVER DISEASE	NASH/NAFLD	AFLOATOXIN
<p style="font-size: x-small;">The presence of Hepatitis B (Hep B) and Hepatitis C (Hep C) are major risk factors for HCC. Nearly 50% of HCC cases diagnosed in China are due in part to the prevalence of Hep B and Hep C in that nation.^{2,3,5,6}</p> <div style="display: flex; justify-content: space-around; align-items: center;"> { * } </div>			

Lukas' Story



Lukas is a 55 year-old male, with three children. He is a chemical engineer who loves to travel and is a busy dad. If he is not driving his son to swim practice, he is helping one of his daughters with their math homework. Lukas' whole world is his children.

RESULTS TO DATE

- EMEA and APAC Launch programs are underway, receiving the highest attendance and evaluations of any launch for this division.
- Program Champions and Pilot participants helped spread positive word-of-mouth, creating anticipation and strong “grass roots” campaign for the product itself and the learning experience
- EMEA launch participants self-report confidence in selling the algorithm, and have already submitted customer action plans and reached out to marketing for support

This is one of the best virtual trainings I've seen so far.”

“You've somehow made something that could have been dense, super fun and interactive”

“The space theme, the visuals, the backgrounds...I just really love the concept.”

8. CONSIDER OPTIMIZING YOUR LAUNCH FOR LOCALIZATION

A photograph of a woman with short blonde hair, wearing a light-colored blazer, smiling and shaking hands with a man whose back is to the camera. They are in a meeting setting with a whiteboard in the background. The image is overlaid with a blue gradient.

Create Regional Champions

- **Include Region/Affiliate perspective during the design of your launch program**
- **Invite those same reps to the pilot of the program**
- **Create a “core” launch training experience; customize activity content by region**
- **Train the Regional champs and give them tools post launch to be successful**

KEY COMPONENTS OF REGIONAL/AFFILIATE SUPPORT

T3

More significant **T3**
at the affiliate level.



More ongoing **check**
ins with affiliates.



More **editable** files
and documents.



More **incentives** and
rewards for affiliates.

A photograph of two women sitting at a table, looking at a laptop screen. The woman on the left has short blonde hair and glasses on her head. The woman on the right has long dark hair and glasses. They are both smiling and appear to be in a collaborative work environment. The image is overlaid with a blue tint.

Making the Regional Transition Easier

1. Identify, up front, content that has **highest potential to change/evolve**.
2. **Write around the gaps**, knowing that content for a product launch is sometimes not available or stable all at once.
3. Ensure American English can easily be translated.
4. Rely on a ‘**plug and play**’ approach where the framework of the workshop and all activities remain, but the examples and scenarios used can be separated out and replaced at the local level.
5. Use a **theme that can live beyond** the initial launch program and makes sense for affiliates and new sales reps that onboard later.

DOWNLOAD THE GUIDE

Scan the QR Code to access a copy of our Product Launch Activation guide!



GLOBAL PRODUCT LAUNCH ACTIVATION GUIDE

MAKE YOUR NEXT PRODUCT LAUNCH TRAINING A JOURNEY TO REMEMBER.

Successful product launches inspire the hearts and minds of your sales and marketing teams, and require purposeful and creative planning to meet your objectives.

The launch of new products is critical to the success of the business and the ongoing ability to bring life-changing medical innovations and treatments to patients, HCPs, and the systems that support them. Product training is THE critical success factor for any launch—and experience shows that a holistic approach to training will foster better results. To boost effectiveness, think of product training as a learning journey, rather than an event!

When it comes to preparing your organization for a product launch, identifying what you want your various learner audiences to do (or avoid doing) should not be difficult. Yet, to influence behavior (the “do”), you need to first influence what your sales reps and marketing teams feel and think about the new product and their own personal capabilities in selling it.

The following guide will help your product training team identify critical elements for designing a product launch training journey with impact.



Let's get started!

PLANNING CANVAS: PRODUCT LAUNCH LEARNING JOURNEY

This planning canvas will guide you as you consider, capture, and map the various components that influence the engagement of your audience and achieving the desired product launch outcomes. This guide will take you through a series of planning steps that include the following components:

1 VISION OF SUCCESS	5 ORGANIZE BY TOPICS & CATEGORIES
2 AUDIENCE ANALYSIS	6 EXPERIENCE DESIGN
3 INSTRUCTIONAL GOAL	7 SOLUTION TACTICS & TECHNIQUES
4 LEARNING OBJECTIVES	8 CONSIDERATIONS FOR LOCALIZATION

1 VISION OF SUCCESS

If you want to keep your training journey grounded and aligned to the business objectives, it is imperative to start by defining what success looks like.

Take a moment to consider:

- How will we know if the launch is a success?
- What metrics will we use to measure success?
- What impacts will this launch have on the business and our customers?

Capture your thoughts:

tier1performance.com **TIER1** PERFORMANCE

IF THERE'S NO *you,*
THERE'S NO *us.*

Thank
YOU

Contact

Leanne Batchelder

Principal

l.batchelder@tier1performance.com

317-250-6875

DOWNLOAD THE MOBILE APP!

Stay Connected

www.LTENConference.com/app

1. From your mobile device, search app stores for “LTEN On-the-Go”
2. Open the App and Login using your email and password.

APP SPONSORED BY 





YOUR FEEDBACK IS IMPORTANT TO US

Please complete the workshop evaluation located in the app. Your feedback will help us improve the program.

1. From the Agenda, select this session.
2. Scroll down to click on the 'Share Your Feedback' 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.



AN IN-PERSON PRODUCT LAUNCH CASE STUDY

(What Good Looks Like)



DIABETES CARE MGMT SYSTEM PRODUCT LAUNCH

Business Challenges:

Sales representatives, country marketing managers, and sales trainers are more familiar with selling a different product type.

Sales representatives are not confident in their ability to sell the new product and may view it as complex.



DIABETES CARE MGMT SYSTEM PRODUCT LAUNCH

Performance Goals:

Sales reps feel capable, confident, and motivated when selling PRODUCT 30 days after launch.

Launch country representatives, including marketing managers and sales trainers, can support sales representatives as they sell PRODUCT.

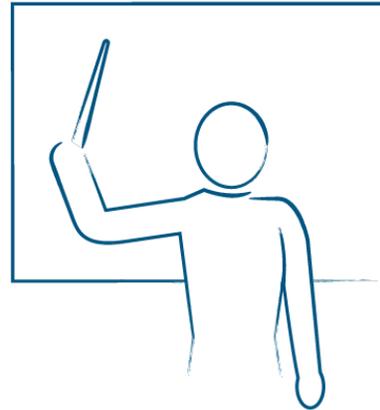
THE THREE-PHASES

Pre-Launch Training	Launch Workshops	Post-Launch Reinforcement
<ul style="list-style-type: none">• Online pre-work: gamified eLearning courses• Video episodes: "Max Murphy" character	<ul style="list-style-type: none">• Launch event included skill-building workshops• Participants played sales game on smart phones• Continued use of Max Murphy character	<ul style="list-style-type: none">• Tablet-friendly eMag with variety of reference and refresher tools

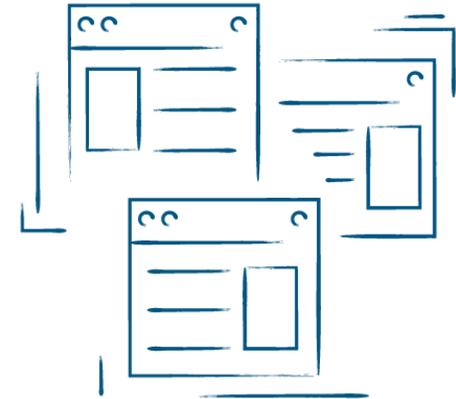
CURRICULUM ELEMENTS



Online Pre-Work



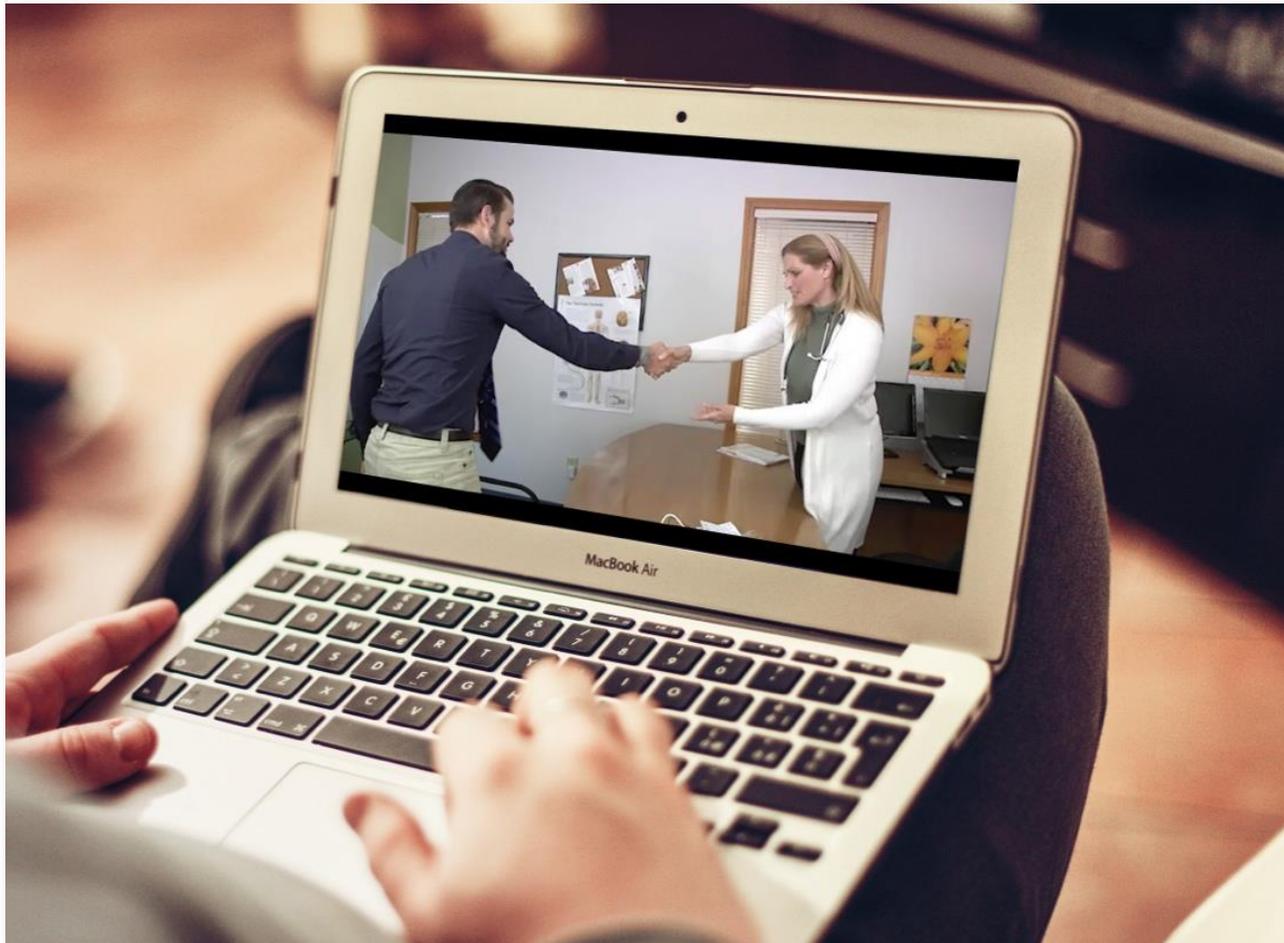
Instructor-Led Training



**Online Performance
Support Tools**

Throughout the curriculum, gamified elements and story-based activities were used to make the information memorable.

PRE-WORK



Asked and answered

Meet Dr. James Sato, a diabetes specialist who is curious about the [redacted] diabetes management system. James is a physician who has never used a diabetes management system before. Explore the possibilities of the system with him by answering his questions.

Click the doctor to start the conversation.

Fast Facts

Dr. James Sato has specialized in diabetes for the past five years. He has become an expert at reading other people's handwriting because his practice still uses paper logs. But patients forget or do not record their data and then James does not have what he



Respond to objections

I like the idea of having instant access to important data. But many of my patients will not have compatible smart phones and will not be able to use the app. I do not think our patients are ready for the [redacted] diabetes management system.

You are right. Those without a smartphone will not get the full benefit of the [redacted] if they are unable to use the app. Maybe you should consider just using the [redacted] system.

According to our market research, the availability of compatible smartphones will increase over time. For the time being, you can recommend the app to those who already own compatible mobile phones.

That is unlikely. Our data indicates that most of the market has a compatible smartphone already.



LAUNCH

demofest

DemoFest

Section duration: 2 hours

Section goal: To allow participants to see and practice with all three components of the system.

This section begins in a large group for the stage demonstration and then splits into smaller groups of 10-12.

In this section, participants have a chance to see all three components of the system demonstrated and to begin to practice with the components, while receiving feedback and support from expert users. To successfully facilitate this section, you need:

- At least one facilitator per small group of 10-12 people.
- A timer (if available).
- Participant Guide page 5 – Notes page.
- For the upfront demo - an **anonymized patient** meter, strips, demo solution or Advantage control solution Level 2 (the meter will treat this as real blood), a smartphone paired to the meter, a laptop/tablet connected to the online portal with data loaded, a tabletop webcam or document cam to project the meter and app to participants.
- For each facilitator- an **anonymized patient** meter with results on, a smartphone paired to the meter, strips and demo solution or Advantage control solution Level 2, a laptop/tablet connected to the online portal with data loaded
- For each participant - an **anonymized patient** meter, paired to their app. You will distribute these in this section. Strips and demo solution or Advantage control solution Level 2, a laptop for each participant with the online system open to patient and HCP system and data loaded
- For each table - Plastic fruit, for practicing meal photos, a large screen per table to project the facilitator's laptop

Participants should also bring their own phones with the app and patient profile data pre-loaded

CAUTION: Always follow your local guidelines pertaining to product handling and disposal. It is recommended to use demo/control solution for all tests performed during training and product demonstration in place of real blood.

Large group alternative

Groups should consist of no more than 12 people. If you have a larger audience, consider setting up small groups in separate breakout rooms.

16

Debrief and prizes

20 minutes



Do

3 minutes

Visit each group and record the following:

- The winner's name and his or her score.
- The total points for the whole table.

Identify the winners for each table and the top scoring table, so that you can award them prizes later.



Debrief

12 minutes

Gather participants back together as a large group.

Tell participants they have 30 seconds to write down as many features and benefits as they can remember on page 24 of their Participant Guide. Ask them to share with others at their table and record any they missed.

To help participants reflect on what they learned, ask:

- What features and benefits did you struggle with?
- What statements, questions, or objections do you think you are likely to get from your real customers?
- What features do you know your accounts will find valuable?



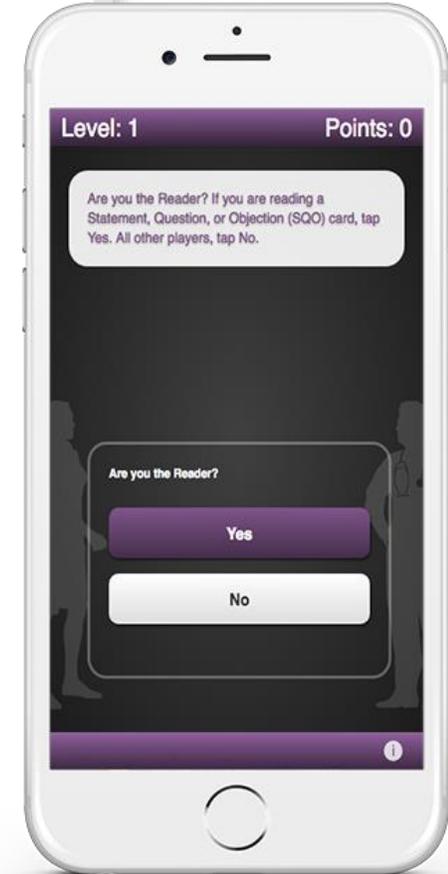
Do

5 minutes

Congratulate everyone on a good game.

Award prizes to the top scorer for each table and to everyone at the top scoring table.

81

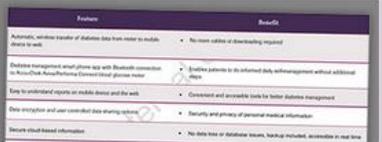


POST-LAUNCH SUPPORT

Product A
Product tools

Boost Your Knowledge

Features and benefits tool



Explore the features and benefits of Product A.

✔ Complete

Product A Set-Up and Use Guide

Get Product A up and running

PRODUCT A USE GUIDE



Incomplete

Product Demo



Need to know more about the online component of Product A? The demos below walk you through the key features of the product.

Incomplete

Product comparison tool



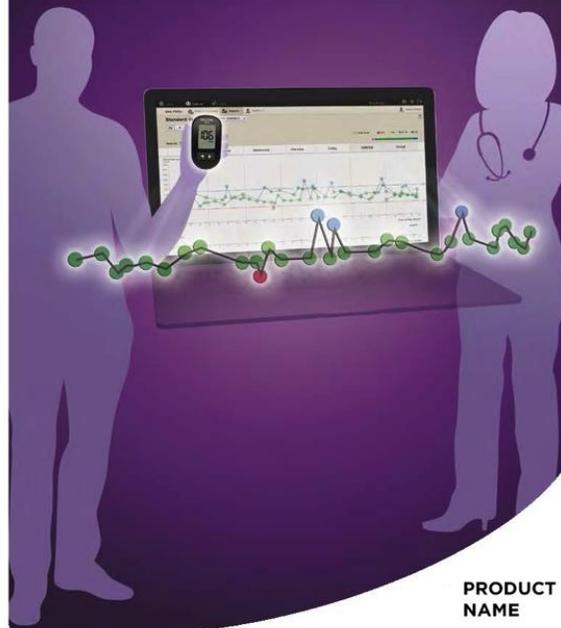
This guide lists some of the features that are available with Product A.

Incomplete

Table of Contents
Product tools

LOGO

Setup Guide for Healthcare Providers



PRODUCT NAME

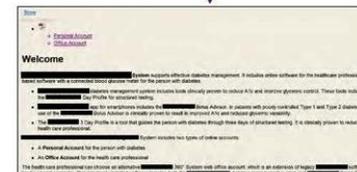
Daily Use

Table of Contents

Logging in.....	2	Using the Patients page.....	9
Using the Home Page.....	3	Viewing reports.....	10
Adding a patient.....	4	Printing reports.....	13
Setting Treatment Profile Options.....	4	Logging out.....	13
Setting up with Account Name to patients.....	7	Uploading device data in your office.....	14
Setting up new invitations.....	8		

help you do most will perform each the system.

tasks, simply a Help menu by icon.

login page using a bookmark.

Login

Do you have an account? Sign in.

User Name: [Forgot Your User Name?](#)

Password: [Forgot Your Password?](#)

Remember me on this computer?

[Sign In](#)

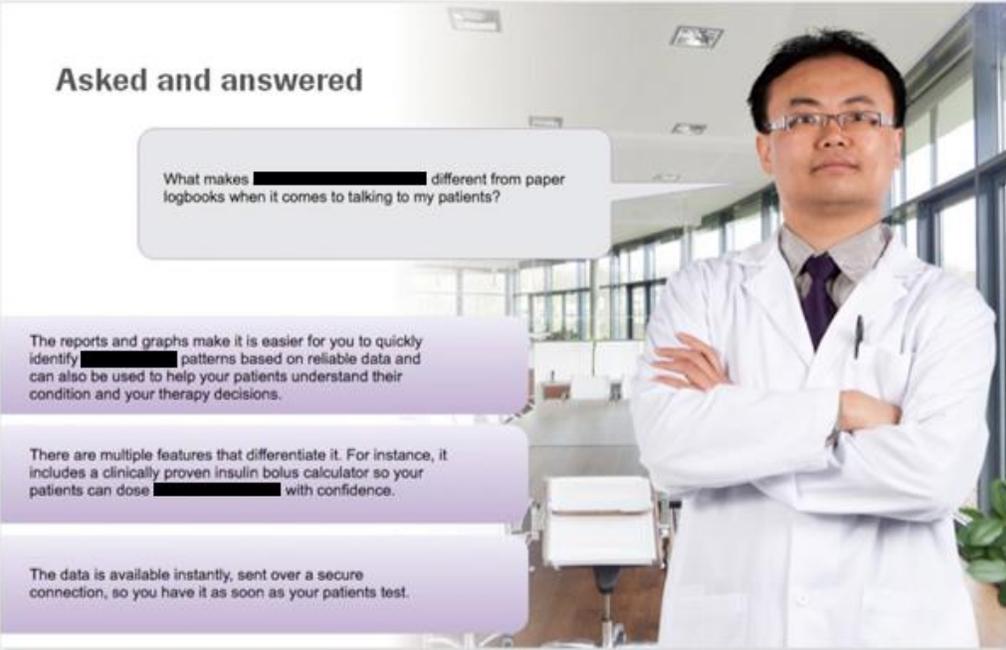
user name and in the text fields sign in.

system automatically logs you out after a certain amount of time.

POST-LAUNCH SUPPORT

Boost Your Knowledge Product tools Product A

Asked and answered



Asked and answered

What makes [redacted] different from paper logbooks when it comes to talking to my patients?

The reports and graphs make it easier for you to quickly identify [redacted] patterns based on reliable data and can also be used to help your patients understand their condition and your therapy decisions.

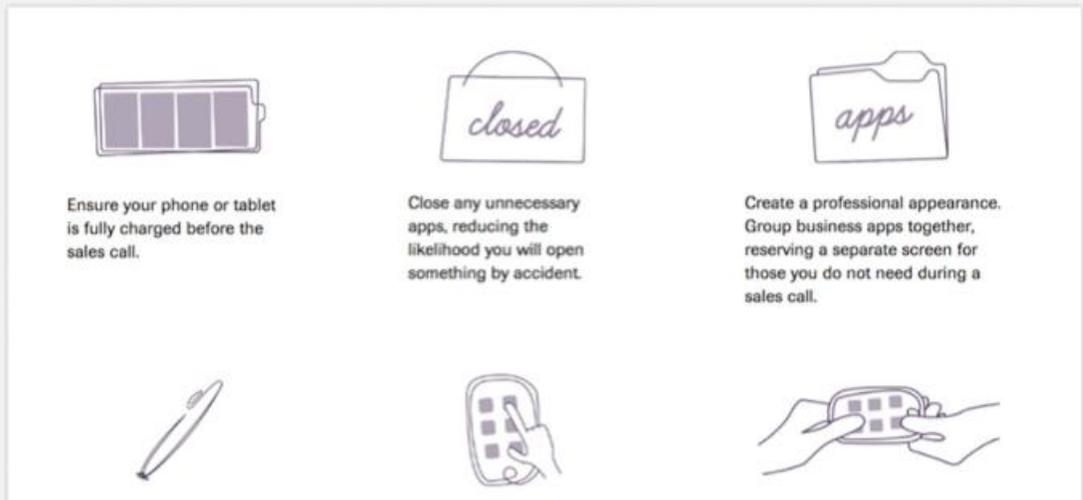
There are multiple features that differentiate it. For instance, it includes a clinically proven insulin bolus calculator so your patients can dose [redacted] with confidence.

The data is available instantly, sent over a secure connection, so you have it as soon as your patients test.

[Table of Contents](#) [Product tools](#)

Boost Your Knowledge Product tools Product A

Technology tips



Ensure your phone or tablet is fully charged before the sales call.

Close any unnecessary apps, reducing the likelihood you will open something by accident.

Create a professional appearance. Group business apps together, reserving a separate screen for those you do not need during a sales call.

Use a stylus for better control tapping buttons. This also allows you to tap the phone while your customer is holding it.

Practice navigating between apps. Know what to do if the [redacted] app closes and your internet browser opens.

Hand the customer the phone in the orientation you want them to view the app, typically landscape.

[Table of Contents](#) [Product tools](#)