
Training with the End in Mind

Developing and Delivering
Patient Focused Content



Presenters

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Session objectives

- Outline the goals and value of patient focused training as part of a comprehensive training curriculum.
- Discuss the benefits and pitfalls of patient focused training.
- Develop patient focused solutions to common training scenarios.
- Apply patient focused training solutions to their current curricula.



Agenda

Discuss the Value
and Goals of a
Patient Focused
Training Approach



Group Discussion

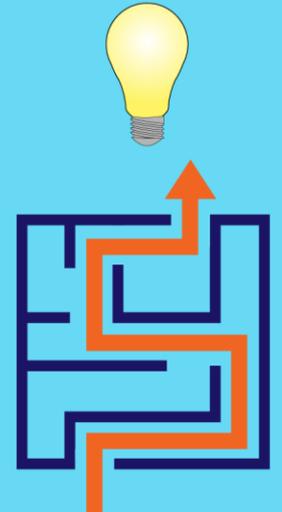
What works?

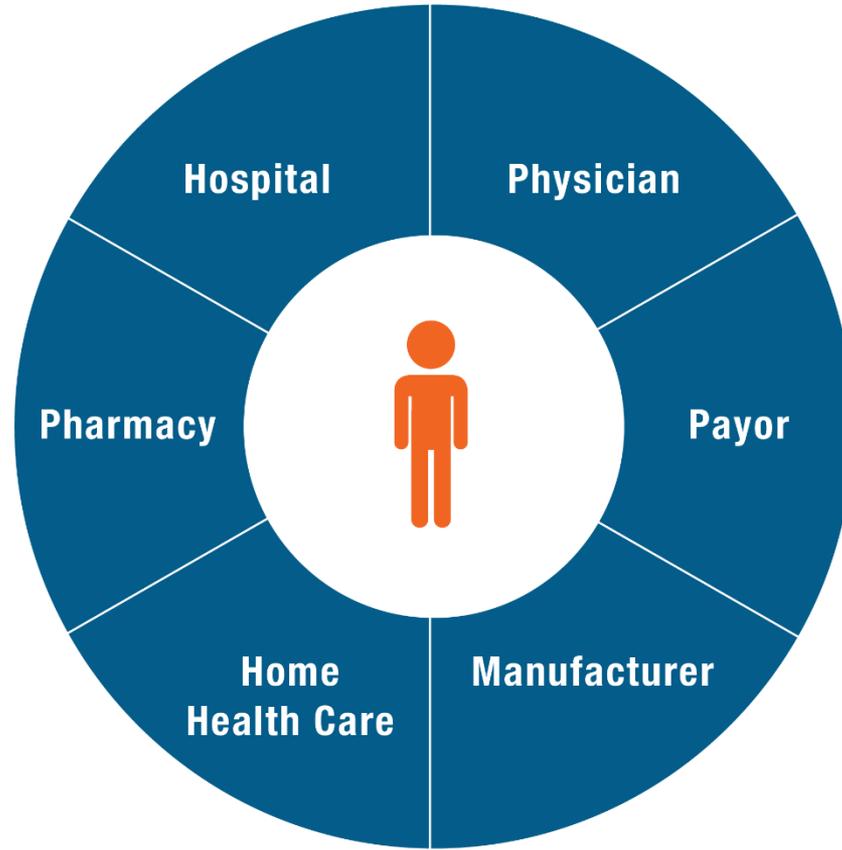


Group Flipchart Activity

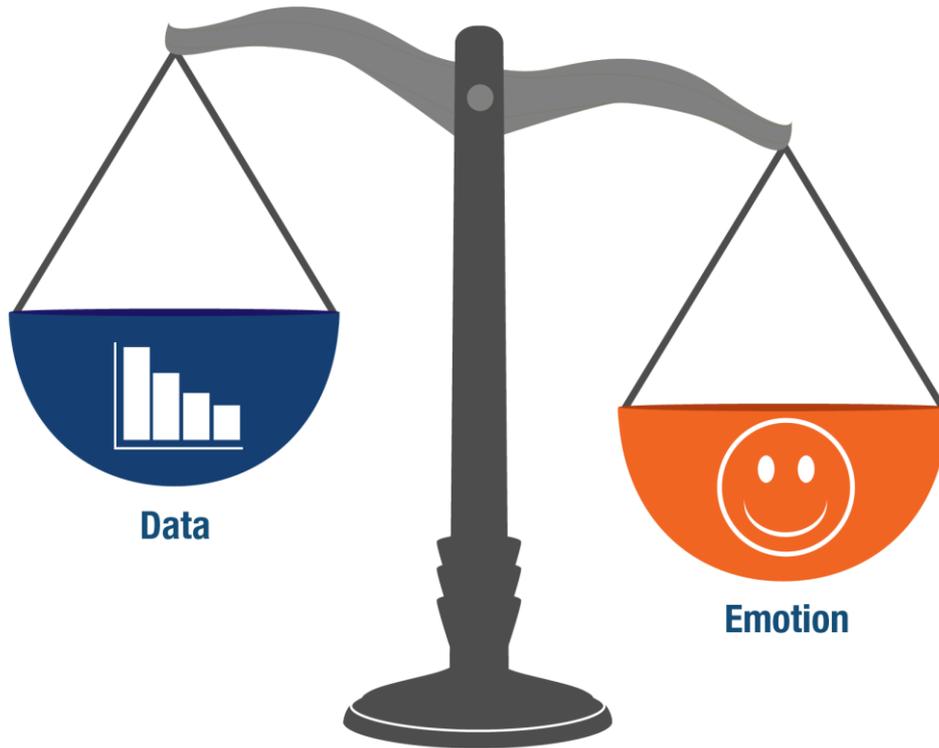


Individual Activity





Improving patient outcome



It is what the patient wants...

A Personal Relationship



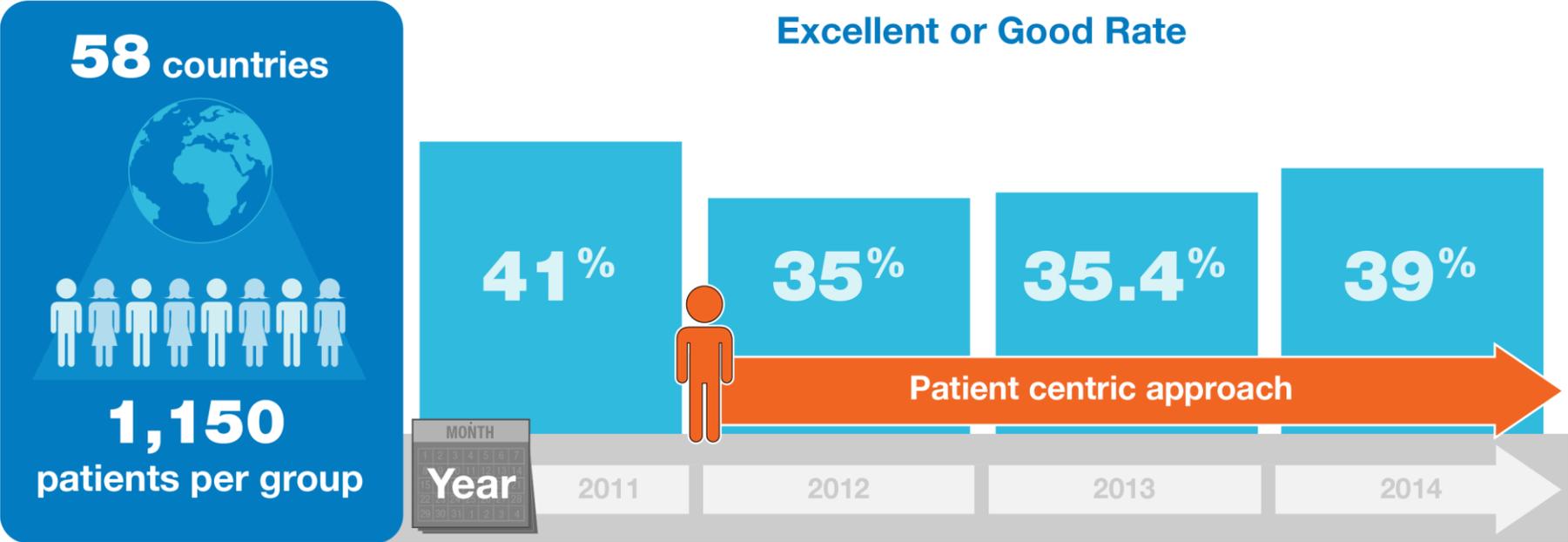
Good Communication



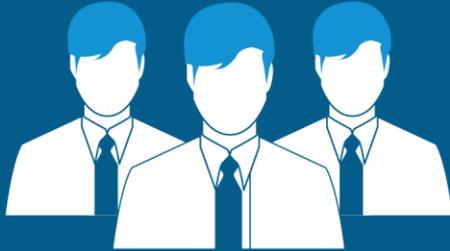
Empathy



It is working...



And pharma is committed to this...



86% of pharma executives
feel that patient centricity is the
key to their profitability
(2014 Eye for Pharma survey)



Two-thirds (67%) of
respondents cited improving
patient outcomes as their
company's **#1 objective**
for patient services



In addition, **9 in 10 (91%)** of the companies
surveyed expect to offer **6 or more types of
patient services** within the next 2 years,
up from the 73% that now offer 6 or more
types of patient services



Today's pharma

“Is inspired by patients and driven by science.
Patients are at the heart of everything we do.”

“Making the most meaningful difference to patient health
through great medicines”

“To improve patients' lives by providing customers with innovative science
and differentiated healthcare solutions”

“A global integrated healthcare leader focused on patients' needs”

“Enabling people with life-altering conditions to lead better lives”



How do we do this?

1. Creating a culture of patient centricity in all departments and teaching employees how to find the “sweet spot,” where patients, HCPs, society, and your company all win.
- 2. Instead of training employees how to “sell,” teach them how to engage ethically through partnerships to deliver better health outcomes.**
3. Aligning incentives with HCPs’ and patients’ interests by rewarding improved patient outcomes.
4. Becoming more attuned to the challenges of patients and HCPs such that we can find ways to create delight.



What does this mean to trainers?

Is this currently being done?

How do we do it?



Flipchart Activity



Individual Planning Activity



Summary and Close

