

The top half of the slide features a dark blue background. In the upper left, the text 'LTEN 2023' is displayed in a white, bold, sans-serif font. The 'L' is stylized with a blue vertical bar on its left and a pink square at its base. To the right of the text, several paper airplanes are shown flying upwards and to the right. One is orange and white, while the others are white. A trail of small white dots follows the path of the orange airplane. Below the blue background, a layer of stylized white and light blue clouds spans the width of the slide.

LTEN[®]2023

How to Build an Escape Room at Your Next National Sales Meeting

Aaron Alspach & Dee Gokhman

Olympus Corporation of the Americas

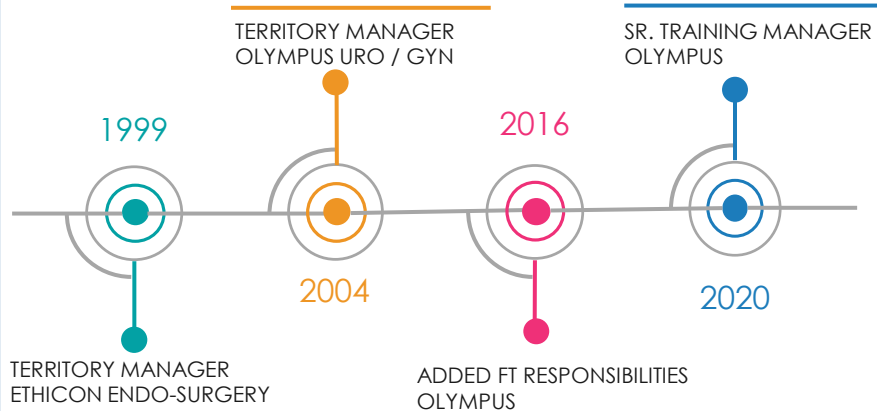




Aaron Alspach

Sr. Training Manager
OLYMPUS

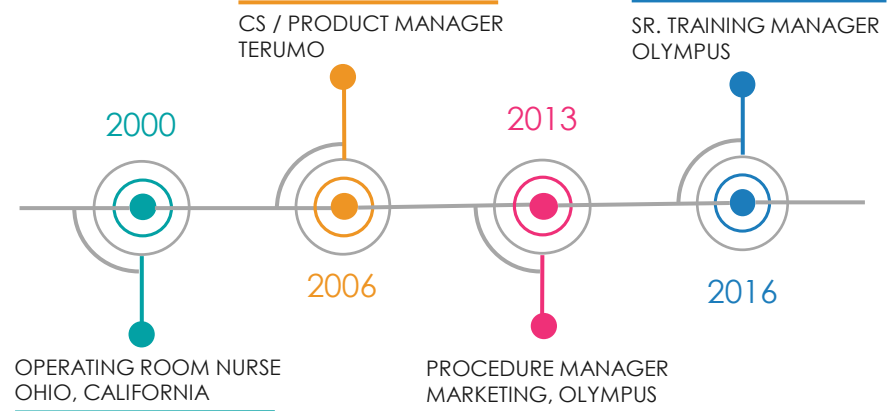
- Medina, OH
- 3 Daughters
- If I'm not at home, you will most likely find me on the golf course



Dee Gokhman

Sr. Training Manager
OLYMPUS

- Mansfield, MA
- 1 son
- Crazy Plant Lady (seriously, I have a problem)



CAMERA & AUDIO



Cameras, Audio
Recorders, Binoculars

MEDICAL SYSTEMS



Medical diagnostic &
therapeutic devices

URO / GYN

Urology & Gynecology

SURGICAL SOLUTIONS

Surgical Endoscopy / Energy /
Systems Integration

ENT

Ear, Nose, Throat

GI

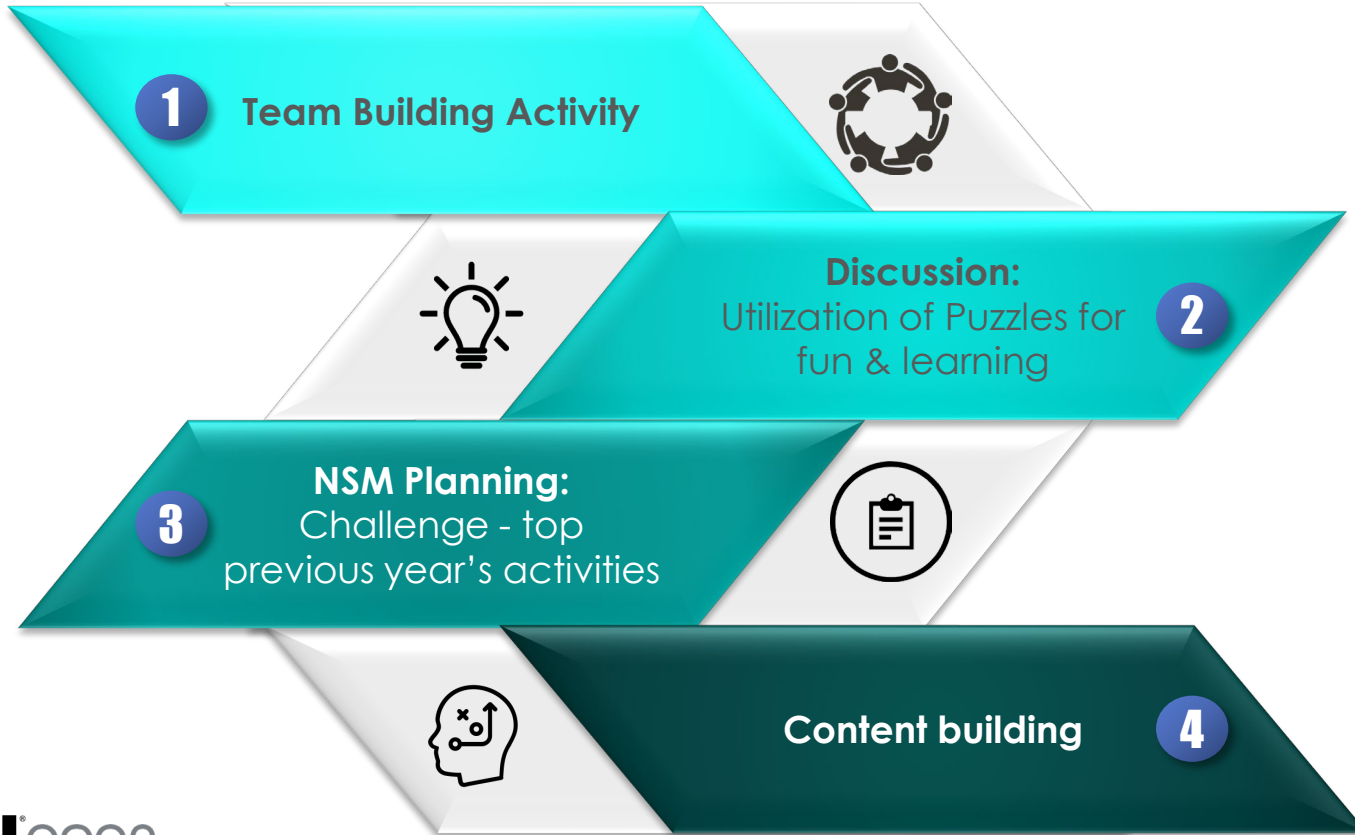
Gastrointestinal

ET

EndoTherapy

RESPIRATORY

EVOLUTION OF THE ESCAPE ROOM



FULL ESCAPE ROOM – SET-UP

OLYMPUS NSM 2023



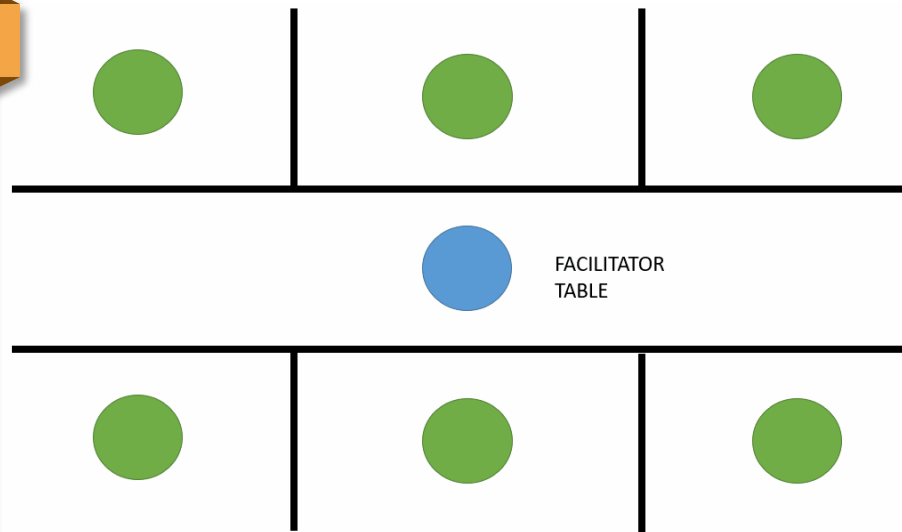
OLYMPUS NSM ESCAPE ROOM

- Simultaneous rollout to 175 people
 - 3 Rooms => 6 “Escape Areas”
- “Escape Areas”:
 - 1 large table separated by long black curtains
 - Facilitators table in center of room



BEST PRACTICE SHARING

- Sprinkle in “teasers” throughout NSM meeting
- Separate teams into regions for team building



FULL ESCAPE ROOM – SET-UP OLYMPUS NSM 2023



THE RULES

1st Puzzle – 10 minutes to complete

Instructions on table or in kits

Unlocking Locks

- Align combination numbers with arrow
- There is a release button on top

After unlocking a kit...

- **Stop for further instructions**

Marker Boards on each table

- Math is hard

Pay attention to everything

- Not everything will have immediate use (stay organized!)

Hints are available

- Raise your hand – someone will come over

Have Fun!!



OPENING TABLE ACTIVITY

Lenny has been an Associate for the last 5 years and has recently been promoted to a Territory Manager and Field Sales Trainer position.

His predecessor had many product evaluations & customer meetings planned that need to be maintained. In addition, he also plans on attending an upcoming LTEN Conference in Phoenix, AZ! Lenny is trying to manage everything but unfortunately, all Lenny has to start with are the materials you have at this table.

Your first task is to gain access to critical tools that are locked in the “Opening Activity” box. **Pay attention to everything you see on and around your table. It will be up to you determine what is useful or not.**



Lab time...

10:00

Start Stop Reset mins: secs: type: Lab

 Breaktime for PowerPoint by Flow Simulation Ltd. Pin controls when stopped



OPENING ACTIVITY - REVIEW



RELEVANT ITEMS

- Instructions
- 3 numbered poker chips
 - On table
 - In Easter egg
 - In balloon
- Markerboard / Marker



SOLUTION

- 3-digit code
- Use Marker Board – help eliminate possible combinations

— 027 —
— 072 —
— 270 —
— 207 —
— 720 —
— 702 —



FULL ESCAPE ROOM – OPENING ACTIVITY

OLYMPUS NSM 2023



OLYMPUS NSM ESCAPE ROOM

- Escape Areas:
 - Balloon centerpiece
 - Additional brochures on table
 - Easter Eggs
 - Posters / Codes / Ciphers pinned to curtains



BEST PRACTICE SHARING

- Wrote clues and "decoy" information on brochures in blacklight ink
- Easter eggs – placed very randomly (e.g., taped to underside of table)



Lab time...

15:00

Start Stop Reset mins: secs: type: Lab

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped



KIT 1 ACTIVITY 1 - REVIEW

After getting his new territory set up and ready to roll, Lenny starts packing up to head out to the LTEN conference and is prepping his travel gear. He is very cognizant of his footprint on the planet and never leaves home without his **reusable straw**.

Before he packs up, he needs to make sure that he is able to **thoroughly clean the inside of the straw**, so he is ready for hydration in the desert!



RELEVANT ITEMS

- Straw (in Opening Box)
- Cleaning Brush (On Table)



SOLUTION

- Push Brush through Straw to release a hidden QR Code
- Was it useful?



BEST PRACTICE SHARING

- Keep it challenging - Not everything has to have an immediate use



OLYMPUS ESCAPE ROOM - NSM 2023



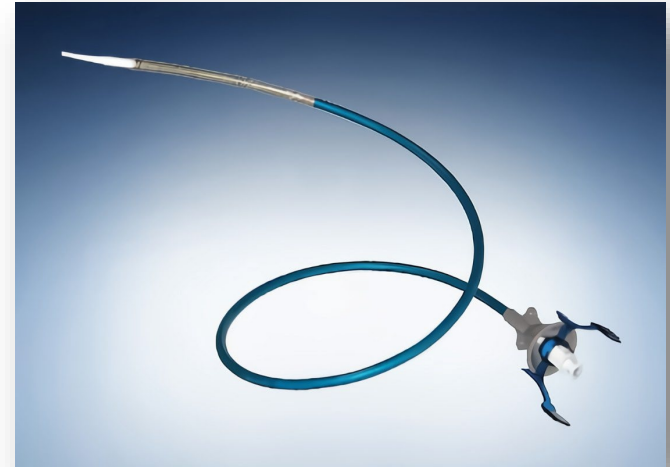
OLYMPUS NSM ESCAPE ROOM

- Pushed formula through Instrument
- To deploy: instructions directed to perform mock in-service



LEARNING PRINCIPLES

- Instrument Demo
- Confirm learners' ability to perform a demo



KIT 1 ACTIVITY 2 - REVIEW

Early on Tuesday Morning, Lenny decides to hike Camelback Mountain and finds himself face-to-face with a wild animal! At first, he thought it was a coyote, but after a closer look, he realized that it was none other than the elusive Arizona Kit Fox.

Use the origami instructions to decipher a code that will help him

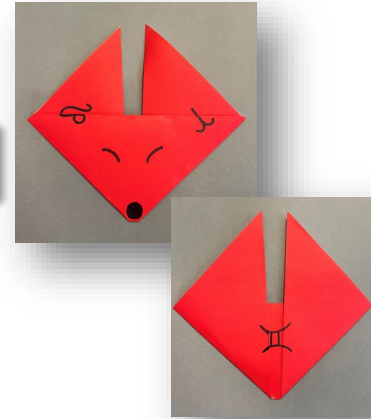
$$\underline{\quad} + \underline{\quad} + \underline{\quad} = ?$$

The hidden numbers will help reveal a digit to unlock your next clue



RELEVANT ITEMS

- Origami Paper
- Origami Instructions
- Hieroglyphics Chart



SOLUTION

- Use Origami Instructions to fold paper as indicated
- Uncover relevant hieroglyphics
- Plug into equation



9

1st digit needed to
unlock next kit



OLYMPUS ESCAPE ROOM - NSM 2023



OLYMPUS NSM ESCAPE ROOM

- In place of origami, used filters from new sterilization tray
- In place of generic locked box, used locked Sterilization tray



LEARNING PRINCIPLES

- Highlight new product & assembly
- Products that aren't "groundbreaking" can still be brought into the escape room



KIT 1 ACTIVITY 3 - REVIEW

It is now lunch time and Lenny, a master sandwich maker, starts looking for the best hamburger joint in the state of Arizona. He finds himself at Lucky's and gets into a debate with the owner about the best way to assemble a hamburger.

After winning the argument, Lenny discovers a secret code **not seen with the naked eye**. His assembly will provide you with another clue.



RELEVANT ITEMS

- Hamburger Puzzle Pieces (6)
 - 1 on Table; 1 in Easter Egg; 1 inside balloon; 1 in Opening Activity Kit; 2 in Envelope
- Blacklight
- Hieroglyphics Chart



SOLUTION

- Place puzzle pieces in order
- Use blacklight to see hidden hieroglyphic



7

2nd digit needed to
unlock next kit

KIT 1 ACTIVITY 4 - REVIEW

After lunch, Lenny's mind starts to wander, and he finds himself thinking of ways to incorporate one of six patients into a training presentation he is creating for the treatment of Benign Prostatic Hyperplasia (BPH).

Who would be an ideal candidate to write about? = # + # + # = ?

Ideal Patient Characteristics

- Age: 50+
- Prostate Volume: 20 – 70g
- Median Lobe: None
- Qmax: ≤ 12
- IPSS: ≥ 10

KIT 1 ACTIVITY 4 - REVIEW



RELEVANT ITEMS

- Patient Profiles(6)
 - 1 on Table; 1 in Easter Egg; 1 inside balloon; 3 in Envelope
- Scrabble Tiles
 - Scattered Throughout



SOLUTION

- Eliminate patients based on provided Ideal Patient Characteristics
- Add up total from numbers on scrabble tiles

Ideal Patient Characteristics

Age: 50+
Prostate Volume: 20 – 70g
Median Lobe: None
Qmax: ≤ 12
IPSS: ≥ 10

Bob

- DOB – January 1, 1955
- PV = 70g
- Median Lobe = none
- PVR = 30ml
- Qmax = 7ml/s
- IPSS = 6

Joe

- DOB – July 1, 1966
- PV = 70g
- Median Lobe = large
- PVR = 70ml
- Qmax = 7ml/s
- IPSS = 18

Jim

- DOB – July 1, 1956
- PV = 180g
- Median Lobe = none
- PVR = 30ml
- Qmax = 5ml/s
- IPSS = 22

Sam

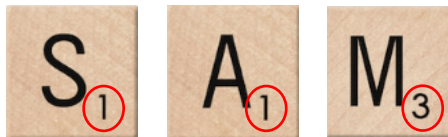
- DOB – March 31, 1972
- PV = 40g
- Median Lobe = none
- PVR = 70ml
- Qmax = 10ml/s
- IPSS = 21

Dax

- DOB – October 31, 1977
- PV = 40g
- Median Lobe = none
- PVR = 30ml
- Qmax = 21ml/s
- IPSS = 14

Don

- DOB – July 1, 1966
- PV = 40g
- Median Lobe = large
- PVR = 30ml
- Qmax = 21ml/s
- IPSS = 18



5

3rd digit needed to unlock next kit



OLYMPUS ESCAPE ROOM - NSM 2023



OLYMPUS NSM ESCAPE ROOM

- Same activity delivered



LEARNING PRINCIPLES

- Reinforcement of data
 - helps learners remember information to pass along to customers
 - Helps learner understand patient targeting



KIT 1 ACTIVITY 5 - REVIEW

After completing the activities in Kit 1, you have all the numbers you need to open up the next lock box.



SOLUTION

- 3 Digit Code to Unlock next kit:

975

Lab time...

10:00

mins: secs: type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

KIT 2 ACTIVITY 1

After a great first day at LTEN, Lenny looks up what is on the agenda for tomorrow and comes across some interesting data.

According to the LTEN Conference Website, who attended last year's conference?

_____ %
Work for Medical
Device or
Diagnostics Firms

+

_____ %
are Training
Directors or Above

+

_____ %
are Training
Managers

= ?

KIT 2 ACTIVITY 1 - REVIEW



RELEVANT ITEMS

- QR Code (From Activity in previous kit)
- LTEN Website



SOLUTION

- Scan QR code to take you to LTEN website
- Plug Numbers into formula

Who Attends?

Grow Your Network

You'll find hundreds of life sciences training professionals and leaders representing a wide array of pharmaceutical, biotechnology, medical device, and diagnostics manufacturers.

The range of experience, skills and backgrounds provide you with a major opportunity to learn alongside and from the very best and brightest.

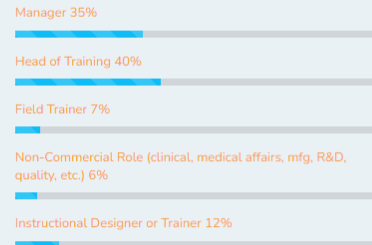
Regardless of your experience level or official job title, you'll find resources, partners and peers to deepen your knowledge and expand

[Register Today!](#)

Who Attends

- ▶ 25% Work for Medical Device or Diagnostics Firms
- ▶ 40% are Training Directors or Above
- ▶ 35% are Training Managers
- ▶ 6% are in Non-Commercial Areas (Clinical, Quality, Research, Medical Affairs)
- ▶ 110 Pharmaceutical, Biotech, Medical Device or Diagnostic Firms Represented at 2022 Event
- ▶ Countries Represented in 2022: Belgium, Canada, France, Germany, Mexico, Switzerland and the United Kingdom

Attendees by Job Title



25

%



40

%



35

%



Work for Medical Device or Diagnostics Firms

are Training Directors or Above

are Training Managers

ANSWER
100



OLYMPUS ESCAPE ROOM - NSM 2023



OLYMPUS NSM ESCAPE ROOM

- Pinned Patient Poster to curtain wall of "Escape Area"
- Data led to 2nd part of activity – time procedure started in video



LEARNING PRINCIPLES

- Understand and reinforce patient data
- Access & view newly created video
- Directs learners to video location

"IT'S BEEN 15 MONTHS SINCE THE iTind™ PROCEDURE. THE FIRST TIME I URINATED I WAS AMAZED. I FELT LIKE I WAS 16 YEARS OLD AGAIN."
— JIM
iTind™ System Patient

10% of men will experience BPH symptoms by 40 years old¹

50% of men will experience BPH symptoms by 60 years old²

80% of men will develop BPH in their lifetime³

Ask your physician about the iTind™ System. Prostate reshaping is a new outpatient treatment that offers rapid symptom relief without permanent implants, painful therapies, or daily prescriptions.⁴

RESHAPING YOUR LIFE
Olympus. True to you. True to patient care. True to LIFE.

OLYMPUS To learn more, visit BPHTherapy.com or scan the QR code.

¹Medical conditions may vary. Implantation of the iTind™ device may cause urinary urgency, pelvic discomfort, dysuria or hematuria. In rare cases, iTind™ device may cause urinary tract infection or acute urinary retention. ²Source: www.urology.com. ³Source: www.urology.com. ⁴Source: www.urology.com. © 2023 Olympus Corporation. All rights reserved. Olympus and the Olympus logo are trademarks of Olympus Corporation. iTind™ is a registered trademark of Olympus Corporation. All other trademarks are the property of their respective owners.



KIT 2 ACTIVITY 2

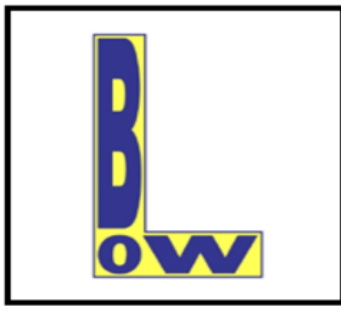
Lenny texts home to say hi to his kids and they text him back with some brain teasers from school that they cannot figure out. Help Lenny & his kids decipher the rebus puzzles!

Doing so will uncover a hidden number he will need to move forward.

KIT 2 ACTIVITY 2



THUNDER
STORM



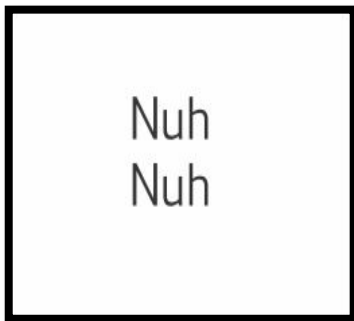
ELBOW



FORGIVE
AND
FORGET



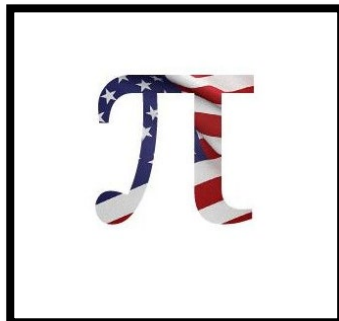
NICKELBACK



TUNA



BREAKFAST



AMERICAN
PIE



GROWING
OLD



RELEVANT ITEMS

- Rebus Puzzles



SOLUTION

- Highlighted numbers gives answer

ANSWER

SEVENTEEN
(17)

KIT 2 ACTIVITY 3

After completing the two activities in Kit 2, you have all the **total** numbers you need to open up the next lock box.



SOLUTION

- To unlock next kit, total numbers in both activities

ANSWER

$$100 + 17 = 117$$

OLYMPUS ESCAPE ROOM - NSM 2023



OLYMPUS NSM ESCAPE ROOM

- Utilized same Rebus puzzles but different word was revealed
- Answer directed learners to brochure
- Next clue written in blacklight pen in brochure



LEARNING PRINCIPLES

- Directs learners to available collateral



Lab time...

10:00

Start Stop Reset mins: secs: type: Lab

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

KIT 3 ACTIVITY 1

The LTEN Conference is coming to a close and Lenny is **reflecting back** on everything he has learned and the connections he has made this week. During a break, he tries to unlock Outlook on his phone to check on emails. Unfortunately, his company IT Security requires a new 4 letter password. Can you solve the puzzle to determine what his new password will be?

The correct password will open up your FINAL kit and allow you to escape the room and get to your next session.




RELEVANT ITEMS

- Number Puzzle
- Number Puzzle key
- Mirror
- Pen / Sharpie



KIT 3 ACTIVITY 1

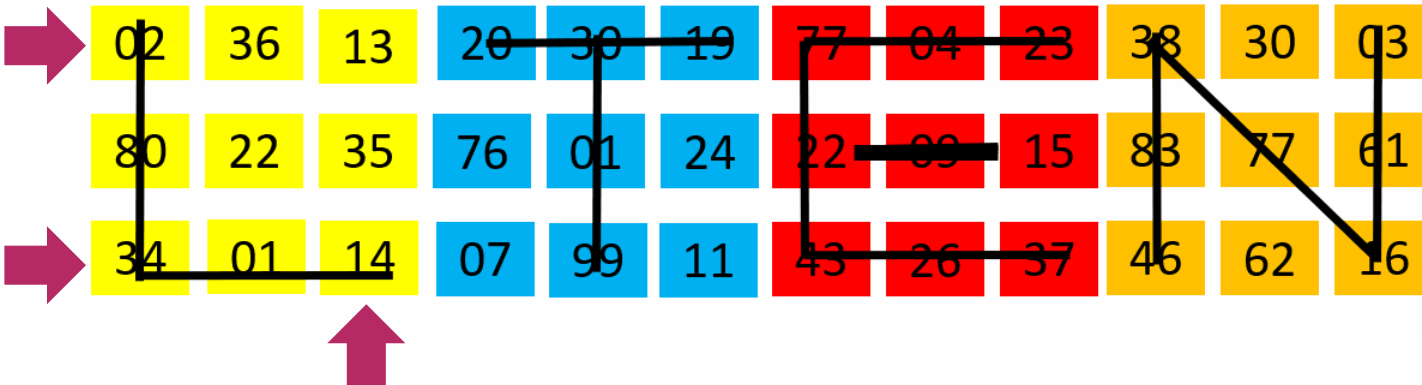
41	36	13	87	22	35	01	14	48	74	50
92	88	08	24	36	81	11	07	08	05	14
78	22	85	43	84	10	55	77	40	58	85
80	39	18	81	29	77	88	34	88	84	64



SOLUTION

- Use Mirror to help view backwards numbers
- Connect relevant numbers on puzzle

Code to Unlock Kit
LTEN



FINAL ACTIVITY: QUITE PUZZLING

“ ○ ○ ○ ○ ○ ○ ○ ○ ”

Congrats! After you decode and complete the hidden message that has been provided to you in pieces during this activity, go show Dee and Aaron you have completed the final puzzle!!



RELEVANT ITEMS

- Final Puzzle Pieces (8)
 - 1 on table; 1 in Easter egg; 1 inside balloon; 5 in various kits
- Marker Board



SOLUTION

- Assemble Final Puzzle
- Unscramble circled letters



ANSWER

WE ESCAPED

BUILDING AN ESCAPE ROOM - SUMMARY



BEST PRACTICE SHARING

- **Where to start?:** Big picture product learnings and strategic plan
- Create a **storyline**
- Weave in resources to help **reinforce available collateral**
- Stay **organized!**
- **Create rules** – fastest team to escape does not automatically make them winners



BUILD

- Broke Escape Room up into 4 parts representing sub-businesses
- Storyline helps with transitions and gets Lenny from activity to activity
- Direct learners to print materials, online resources, product interfaces, etc
- Created initial PPT Storyline, QRG Charts, Set-up checklist, & a facilitators guide
- Time was used to determine winner. Hints available but cost +3 minutes of time per hint



TIPS

- **Work Backwards** – Start with end learning then create activity to support
- **Start with a theme** and fold story into it
- **Collaborate with marketing** on emphasized collateral. Direct learners to locations.
- **Facilitator's guide is critical** - will keep you on track throughout activity
- Remember to share rules **prior to start**

BUILDING AN ESCAPE ROOM - SUMMARY



BEST PRACTICE SHARING

- Work in **pairs or in groups**
- **Test, test, test**
- Utilize your **space**
- **Recruit additional help** for large groups
- Keep it **fun!**



BUILD

- Things that make perfect sense to you may need a second set of eyes
- Use test subjects to determine difficulty and feasibility
- Escape areas may lack space. Use other rooms if necessary.
- Tap into marketing or operations to facilitate
- Unrelated games/activities woven throughout keeps engagement high



TIPS

- **Teams / Zoom calls and multiple monitors** facilitate this process
- **Complete a dry run** start to finish to help determine timing
- Hints can **direct learner to other rooms** (e.g., blacklight ink on QRGs, etc.)
- Do **walk-throughs** with facilitator's guide
- Incorporate a **variety** of activities

ADDITIONAL ESCAPE ROOM IDEAS



OLYMPUS NSM ESCAPE ROOM

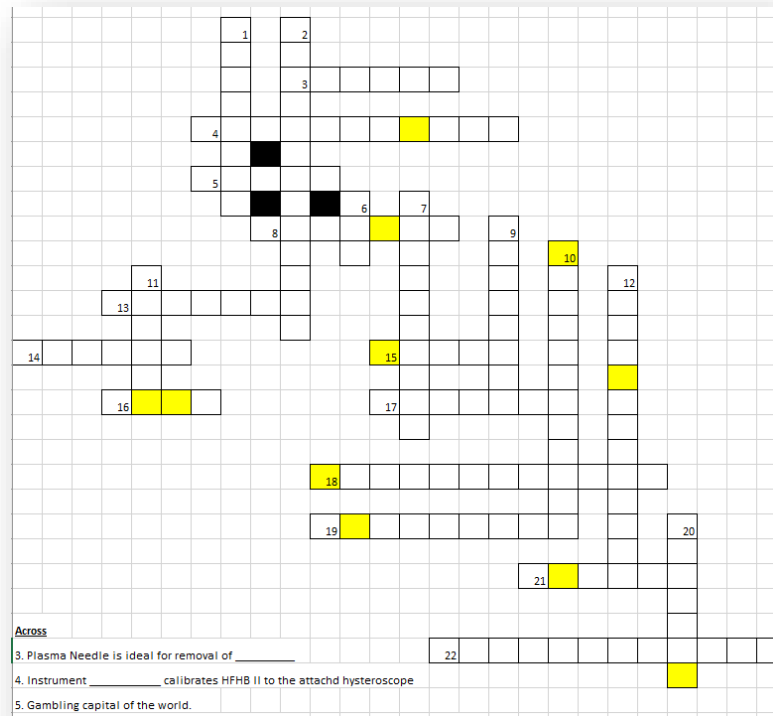
Crossword Puzzle

- Include take-aways
- Force them to look up collateral



LEARNING PRINCIPLES

- Allows for opportunities for product reinforcement
- Directs learners to available collateral & location



ADDITIONAL ESCAPE ROOM IDEAS



OLYMPUS NSM ESCAPE ROOM

Hospital Map

- Created storyline to walk Lenny through a hospital with multiple locations / call points
- Stopping points labeled with letters / numbers
- Pointed to Product QRG Page
- Hotel room number written in blacklight pen on QRG



LEARNING PRINCIPLES

- Directs learners to commonly used resource
- (Exercise allowed learner to get to next learning opportunity)



ADDITIONAL ESCAPE ROOM IDEAS



OLYMPUS NSM ESCAPE ROOM

Product Interface

- Previous task led to product's location
- Instructions specified bringing up user's presets on product console
- Preset numbers then unlocked a kit



LEARNING PRINCIPLES

- Highlighted product feature – navigation of product interface



ADDITIONAL ESCAPE ROOM IDEAS



OLYMPUS NSM ESCAPE ROOM

Murder Mystery Party

- Eliminate suspects of a murder based on a series of clues given



LEARNING PRINCIPLES

- Incorporate something fun that doesn't have to do with anything product-related
- Best Practice: Peppered pics throughout NSM to increase excitement / anticipation



- No two suspects have the same weight, color shoes, color umbrella, color car or hair color
- The suspect who owns a purple car was wearing tan shoes
- The suspect who weighs 180 pounds owns a green car.
- Benny Motta owns a green car.
- The suspect who owns a black car was wearing blue shoes.
- The suspect who weighs 150 pounds was wearing tan shoes.
- Matthew Jackson was carrying a purple umbrella.
- Joey Farris has red hair.
- Lewis Smithers weighs 210 pounds.
- The suspect who weighs 190 pounds was wearing blue shoes.
- The suspect who was carrying a red umbrella is not the one who was wearing black shoes.
- The murderer owns a black car.
- The suspect who owns a white car is not the one who weighs 170 pounds.
- Buddy Epps was wearing brown shoes.
- The suspect who weighs 190 pounds is not the one who has red hair.

	weight					shoe color				umbrella color		car color			hair color	
	150	170	180	190	210	tan	blue	black	brown	purple	red	purple	green	black	white	red
Lewis																
Benny																
Matt																
Buddy																
Joey																

ADDITIONAL ESCAPE ROOM IDEAS



OLYMPUS NSM ESCAPE ROOM

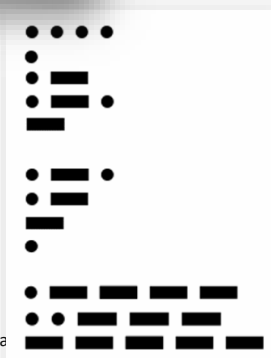
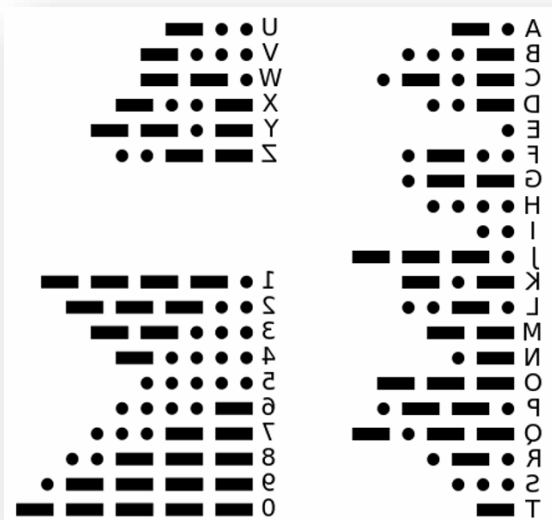
Morse Code

- Use Morse code to decipher a hidden clue
- Pinned backwards morse code chart to curtain in escape area
- Provide series of dots and dashes
- Mirror required



LEARNING PRINCIPLES

- Fun transition exercise – gets learners to next phase of escape room



BUILDING AN ESCAPE ROOM - SUMMARY



KEY TAKEAWAYS

Create Score Sheets

Escape Rooms aren't for everyone

Building out Escape Rooms is harder than it looks

Prepare for trial / error

Plan for failure

This takes time