



Case Study 1

Your company is completing phase 3 clinical trials with a new biologic agent for dementia. The new product called 'Panacea' has a unique MOA, and patients must exhibit a specific biomarker to be eligible to receive it. You are responsible for developing the product and disease training program for employees in the commercial or medical organization.

Needs Assessment:

Identify the target audience. _____

Who would you interview in the organization? _____

To identify the business priorities and organizational needs, use the seven questions, writing down what you imagine the responses would be.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Objectives and Content Outline:

Based on the results of your needs assessment:

Create 3 learning objectives

1. _____
2. _____
3. _____





Craft a brief content outline

Creative Learning Methods:

Based on your target audience and budget, choose at least 4 creative learning methods to bring the content to life

1. _____
2. _____
3. _____
4. _____

Evaluation Strategies:

Based on what your learners need to do and what success looks like, select one or more evaluation strategy to demonstrate learning impact

Choose a Spokesperson for your Group:

