

# Want a chance to win a free Omni-coach meeting measurement?

**Omni-coach**™ | **measure**

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# Think Your Training Improves Performance?

*Get the Data to Prove It!*

# Learning Objectives

- Explain the AbbVie strategy and approach to define and measure results of training initiatives
- Describe how AbbVie selected Proficient Learning as the right partner and Proficient Learning's approach in executing the solution
- Utilize data and benchmarking processes embedded in Omni-coach to identify training opportunities and demonstrate training impact
- Recognize successes, lessons learned, and opportunities to quantify the impact of training in your organizations

# Today's Facilitators



**Karen Herubin, MBA**  
Director, Field Training  
AbbVie



**Jared Cox**  
Senior Manager, Sales Training  
AbbVie



**Rebecca Nittolo**  
Executive Director, Omni-coach  
Proficient Learning

# Stand Up If...

Omni-coach objectively measures the impact of training with measurement solutions across Kirkpatrick's four levels of training evaluation

## 4. Results

What is the impact of the training and how did it affect outcomes?

## 3. Behavior

How does the learner apply knowledge, skills, and behaviors in customer situations?

## 2. Learning

What new knowledge and skills did the learner acquire during the training?

## 1. Reaction

What is the learner's reaction to the training experience?



# What was the AbbVie situation, problem, and solution?

# The Situation

## Current State



### Budgets

Budgets are getting tighter, and training needs to be able to show impact



### Consistency

No consistent approach to measuring the impact of training



### Data

Current data approach only included level 1 surveys to show impact of new hire and NM training

## Future State



### Consistent Approach

Develop a consistent approach to measure and benchmark the impact of training at key events across the organization



### Meaningful Data

Create a data dashboard to demonstrate training impact, increase visibility to key stakeholders, and inform key decisions

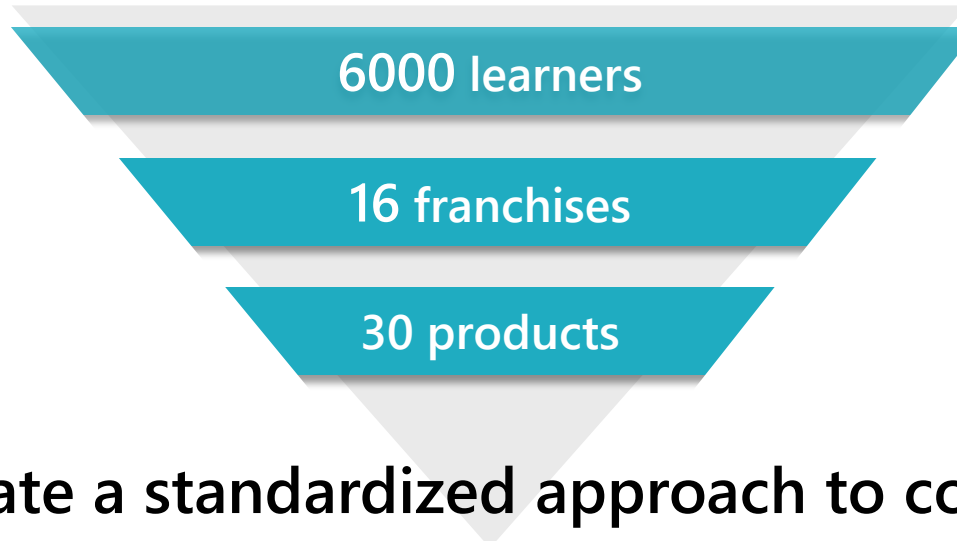


### Drive Behavior Change

Elevate measurement strategy to evaluate Kirkpatrick's levels 1 – 4 to elevate training, identify gaps, inform training needs, and benchmark learning over time

# The Logistics

Across the commercial, market access, and patient services teams, there are:



**Create a standardized approach to collect meaningful data and benchmark training**



# Selecting the Right Partner

- Ability to measure behaviors aligned to Kirkpatrick's Model
- Capability to assess pre and post event behaviors for both new hire training and national meeting
- Capability to create dashboard
- Capacity to support all therapeutic areas
- Project management & ongoing support
- Willingness to partner and teach digital learning
- Cost

# The Goal

## How

**Manager/Learner** complete evaluations pre & post event  
**Trainer** completes skills certification & managers access following training



## Data



## What

same data, different insights



**Executive Leadership** can benchmark to uncover trends to make strategic decisions



**Training Department** can benchmark any event or every stage of training and look for strengths & gaps to accelerate performance



**Front Line Leaders** have increased visibility to competency and areas of focus for the team to customize coaching



# What is the AbbVie strategy and approach?

# Measurement Approach

## Two Events

**National Meeting** – the biggest training event of the year for all teams

**Quarterly New Hire Training** – the one event that training owns

## Evaluation Measures

Did the training **increase skill impact** and field readiness?

Was it **sustainable**?

What **additional training is needed** to support the field?





# What is the specific approach for New Hire Training?

# The Data Story

What is the **impact of training** and how can we **optimize** to better support the field?

How prepared do learners feel?

How well do they perform?

How do they apply their knowledge and skills in typical scenarios?

How does this translate to the field?

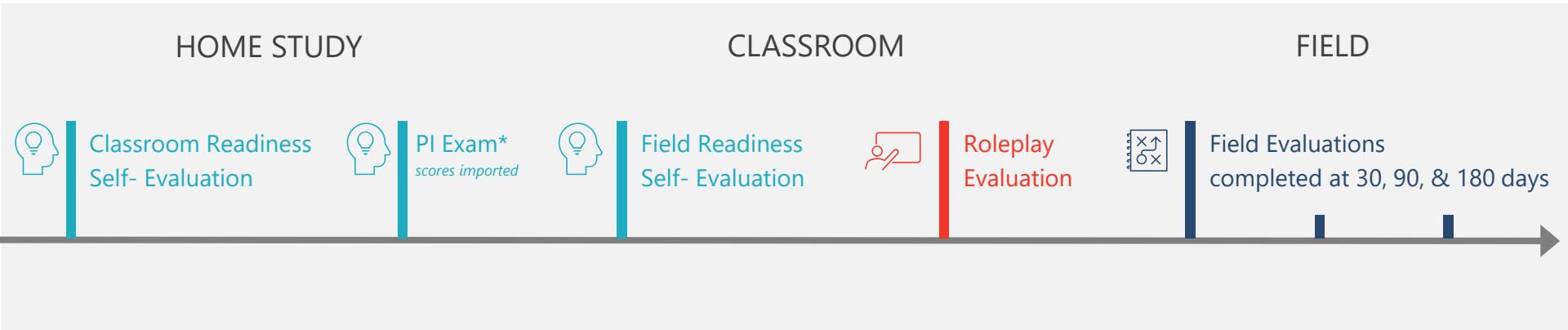
What adjustments are needed to training to optimize and support the field?





# New Hire Measurement Strategy




Evaluations completed at each stage of the learning journey by the learner, trainer, and front-line leaders



# New Hire Measurement Strategy

Evaluations completed at each stage of the learning journey by the learner, trainer, and front-line leaders



 Learner  Trainer  Front Line Leader





# Activity – Roleplay Evaluation

## Scenario

You are a trainer leading a new hire training class. You are completing a roleplay certification of a new hire and need to complete an evaluation in Omni-coach.



# Activity – Data Dashboard Review

## Scenario

You completed Q1 new hire training and managers have completed their 30- and 90-day evaluations. You want to assess the impact of your training and determine what adjustments you can make for future training. You log into Omni-coach to review the dashboard to gather insights.

# Activity Instructions



10 minutes

At your tables, review the data and discuss the following:

- Identify the top 2 skills for future training enhancements
- Identify any additional insights you can uncover
- Identify 1 – 2 ways front line leaders might be able to use this data

1 Scan the QR code to launch the data on your own device.

2 Review dashboard for insights

The image shows a tablet screen with a dashboard interface. At the top, it says 'Pre-Marketing Evaluation'. Below that, there's a large QR code. To the left of the QR code, there are several sections with icons and text, including 'Engage', 'Measure Brand', 'Monitor the Mix', and 'Add to Action'. To the right of the QR code, there are several cards or panels, some with 'Monitoring' labels. Below the QR code, there's a section titled 'Focus Skills' with a list of items: 'Better understanding the KPI's practice and treatment received', 'Efficiently utilizing approved resources', and 'Presenting product attributes and marketing messages'.





# How is the approach different for the National Meeting?

# The Data Story

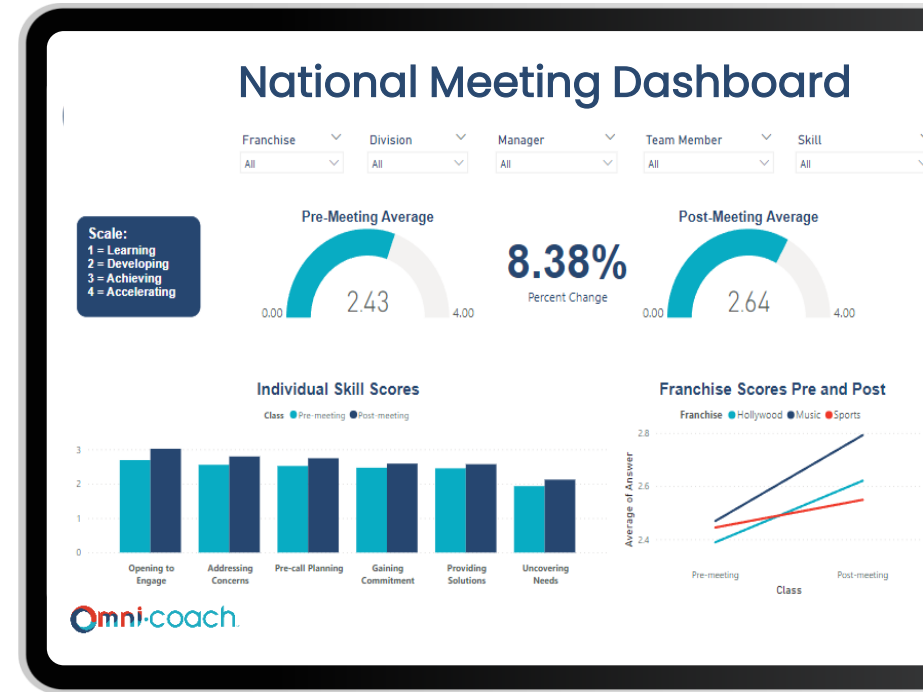
What is the **impact of training** and what **additional training** is needed throughout the year?

What is the skill growth based on execution in the field with HCPs?

What are the areas of strength and opportunity?

What is the impact over time?

How does this inform future training needs?



# National Meeting Measurement Strategy

Evaluations completed by front-line leaders based on field observations

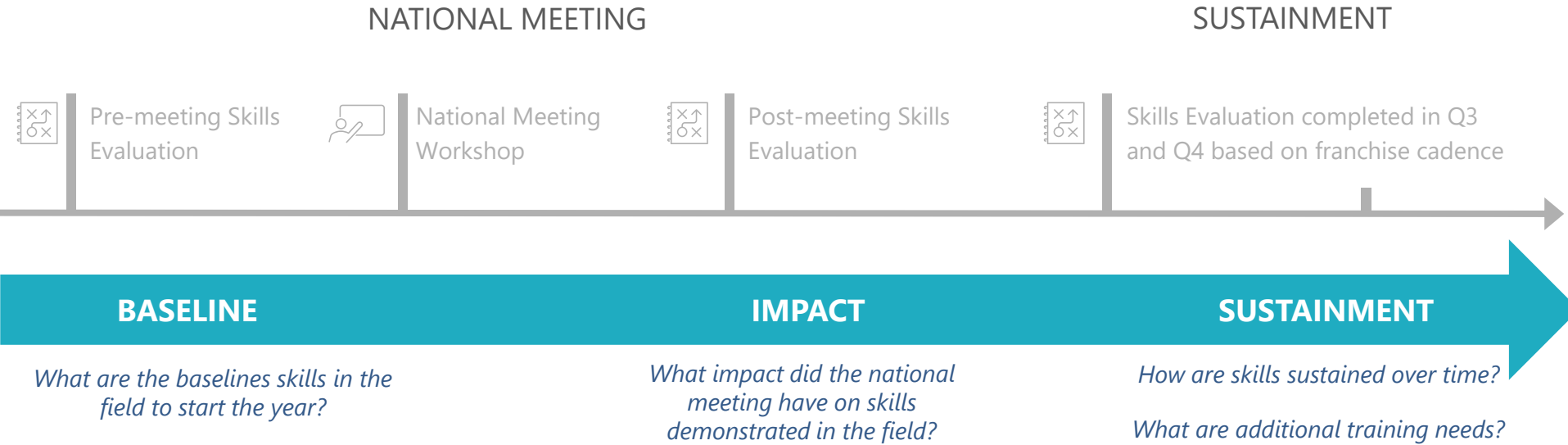
## NATIONAL MEETING

## SUSTAINMENT



# National Meeting Measurement Strategy

Evaluations completed by front-line leaders based on field observations



## BASELINE

*What are the baselines skills in the field to start the year?*

## IMPACT

*What impact did the national meeting have on skills demonstrated in the field?*

## SUSTAINMENT

*How are skills sustained over time?  
What are additional training needs?*



Trainer



Front Line Leader



# Activity – Data Dashboard Review

## Scenario

You are a trainer that just completed your national meeting. You want to assess the impact of your workshops and determine what sustainability resources your team might need. You log into Omni-coach to review the dashboard.



# Activity Instructions



5 minutes

At your tables, review the data and discuss the following:

- Identify the impact of the training
- Identify any additional insights you can uncover
- Identify 1 – 2 ways front line leaders might be able to use this data

1 Scan the QR code to launch the data on your own device.

2 Review dashboard for insights

The image shows a tablet screen with a dashboard interface. At the top, it says 'Pre-Marketing Evaluation'. Below that, there's a large QR code. To the right of the QR code, there are several 'Loading' indicators. Below the QR code, there are three checkboxes with labels: 'Better understanding the NPI's practice and treatment resources', 'Efficiently utilizing approved resources', and 'Presenting product attributes and marketing messages'. The dashboard also has a sidebar with categories like 'Engage', 'Monitor', and 'Follow Up'.



# What are your lessons learned?

# Guiding Principles

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Communication is essential

Change management

Sponsors by function

Know your data story

# Lessons Learned

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Timing is key

Clearly defined roles

Clearly defined expectations

# Questions



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# Thank You!

Please do not hesitate to reach out to any of us with questions.

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# Appendix

