



CASE STUDY

LIFE SCIENCES

Global Pharmaceutical Company: Training for Clinicians

OVERVIEW

The JAG team has extensive experience working with pharmaceutical and life sciences companies to develop relevant and hands-on training about complex subjects. In this case, we had a tight deadline and technical materials that needed to be synthesized and simplified for physicians conducting drug-induced liver injury clinical trials worldwide. We had to work with company leaders across time zones to define relevant content and address competing priorities. JAG ultimately had to make a series of highly complex best practices easy to understand, learn and retain over time.

CHALLENGES

- Producing high-quality training that was grounded in real-world experiences, with highly interactive elements throughout
- Introducing “learning paths” throughout the course that led main characters (and our learners) along a journey of new concepts, presented in an engaging format and meant to ensure a high level of knowledge retention by the learner
- Ensuring that a team of SMEs around the world provided content, direction and sign-off of the curriculum.

SOLUTIONS

JAG assembled a team of experts with complementary skill sets: a clinical development Subject Matter Expert (SME), a training expert skilled in instructional design and development/ADDIE (Analysis, Design, Development, Implementation, Evaluation), and a project manager who over many months oversaw the cost, deadline, quality of the work and relationship with dozens of key stakeholders.

A leading pharmaceutical company sought to build an in-depth course on the proper way to detect drug-induced liver injury during clinical trials. Hundreds of clinicians around the world benefited from this interactive, science-based training.

RESULTS

- ✓ **Hundreds of clinicians** worldwide received training and provided an overwhelmingly positive response
- ✓ **Completion rates** and assessment scores were high across the board, illustrating long-term learner retention
- ✓ **Due to the success** of the first course, the company extended the partnership to include follow-on courses

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