



**custom e-course  
development**

**BUILD YOUR IDEAL PROGRAM AROUND  
OUR EXPERTISE AND EXPERIENCE**



**PHARMACEUTICAL  
INSTITUTE**

KNOWLEDGE FOR ACTION™

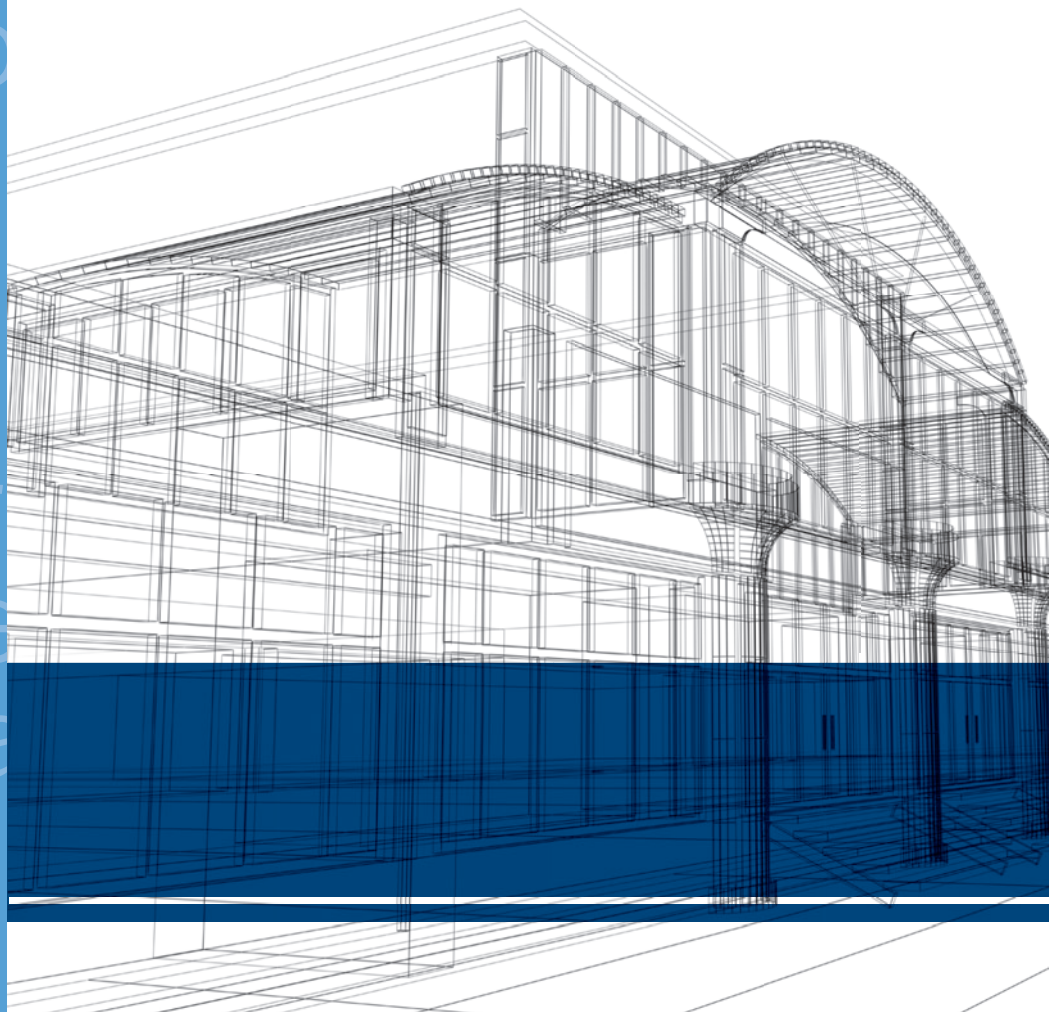
## PHARMACEUTICAL INSTITUTE

Pharmaceutical Institute is a subsidiary of Campbell Alliance, the leading management consulting firm specializing in the pharmaceutical and biotech industry. Our training specialists partner with Campbell Alliance's subject-matter experts to develop highly impactful specialized training solutions for improving the effectiveness of professionals in key industry functions including

- Brand Management/Marketing
- Business Development
- Clinical Development
- Managed Markets
- Medical Affairs
- Sales
- Trade and Distribution

### Specialized Training Solutions

- Web-based knowledge assessments
- Role-play-based assessments and verbal certifications
- Custom e-course development
- Established e-courses
- Lectures and presentations
- Workshops
- Coaching- and selling-skills initiatives



## CUSTOM E-COURSE DEVELOPMENT

Designing, developing, and publishing e-learning courses can be a major undertaking demanding a significant investment of time.

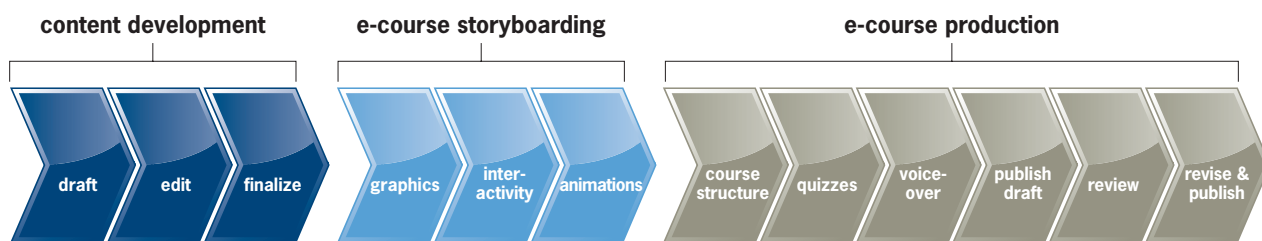
Gaining consensus among in-house subject-matter experts regarding course structure and content is only the first of many complicated steps. Next comes the challenge of turning raw content into useful course material. This requires navigating publishing software, managing

voiceover talent, developing graphics, and packaging output. All of this must be done while making sure everything actually works on your learning management system.

Fortunately, it's not necessary to navigate all of those steps to create custom courses. Pharmaceutical Institute has the subject-matter expertise and e-learning experience to manage the entire course development process from beginning to end.

### Custom E-Course Development Process

Our comprehensive development process ensures that our e-courses address specific training objectives and help achieve desired business results.



### Custom E-Course Development Projects

We have assisted numerous leading pharmaceutical and biotech companies with developing custom e-courses on a wide variety of specialized topics, including those listed below.

#### Managed Markets

- Managed Markets Landscape
- Managed Markets Channel Dynamics
- Reimbursement
- Specialty Pharmacy
- Physician Practice Management
- Hospital Account Management and Reimbursement

#### Brand Management

- Life Cycle Management
- Brand Planning
- Competitive Assessment
- Forecasting
- Budgeting and Financial Management
- Consumer Marketing
- Positioning and Message Development
- Public Relations
- Total Office Call
- Turning Around Underperforming Brands

#### Business Planning

- Business Planning Process
- Customer Landscape—Physicians
- Customer Landscape—Managed Care
- Eleven Missteps of Valuation

#### Early Commercialization

- Drug Development and Approval Process

#### General

- Vendor Management
- Value of Pharmaceuticals

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## Success Story #1

### **The Situation**

A midsize pharmaceutical manufacturer wanted to help employees understand the value of the work they do. They were interested in developing an interactive e-course that explored the contributions that the pharmaceutical industry, pharmaceutical products, and their company make to the community and to the lives of patients.

### **The Project**

Our training specialists met with the client to discuss key learning objectives. We reviewed the initial research that the client had gathered and conducted additional research to further enhance their messaging. We storyboarded the draft course, including initial illustrations and transcripts, and solicited client feedback. The complete course was then developed and published with animations, high-resolution graphics, interactive elements, and professional voice-over recording.

### **The Results**

We piloted the program with 30 of the company's employees, drawn from a variety of functions across the organization; they provided very positive feedback. The final e-course was subsequently distributed to the company's entire US workforce and was extremely well received.

## Success Story #2

### **The Situation**

A top-10 pharmaceutical manufacturer wanted to provide employees with a fundamental understanding of the evolving managed markets environment. They were interested in developing a series of e-learning modules that outlined the managed markets landscape, defined key channels, and provided an in-depth review of Medicare and Medicaid.

### **The Project**

Our training specialists first met with the client to better understand the learning needs of targeted commercial-side employees. The team then drafted a comprehensive course outline, including key learning objectives, and solicited feedback from the client.

Our team of instructional designers partnered with our subject-matter experts to transform the outline into succinct modules with relevant case studies. Next, we storyboarded the course, developing a course layout, graphics, and illustrations. The draft modules were sent to the client for review. The complete course was then developed and published with animations, high-resolution graphics, interactive elements, and professional voice-over recording.

### **The Results**

The custom, interactive e-learning modules—more than two hours in total duration—were incorporated into the client's on-boarding curriculum for all sales representatives, account managers, and reimbursement specialists. Pleased with the results, the client hired Pharmaceutical Institute for two additional custom e-learning projects.

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