

# Kelly's Story

Customer working group case study for creation of interactive educational slide deck

Meet Kelly, a Medical Science Liaison at a global pharmaceutical company. She needs to develop an engaging and interactive education program about a product from scratch, but her timelines are tight and her budget is already stretched thin. She has a vague idea of the end result, but no idea how to get there in the most efficient and cost-effective manner. The thought of using multiple different agencies and vendors for all the different aspects of her project has her head spinning. Overwhelmed and overworked, Kelly decided to reach out to Impetus to

see what they could do. Impetus jumped on the phone with Kelly, who explained that she wanted to collect and collate comments, ideas and suggestions from physician and nurse experts from across the country to develop the most scientifically comprehensive and engaging education program for her product. After listening to her challenges, the Impetus team helped to break down and clarify each step of her project, from identifying key opinion leaders to gathering data and putting it all together in an interactive manner. Impetus sug-

gested that Kelly utilize a privately branded, password protected online portal for physician chairs and faculty so that they could continually revise and comment on slides and submit case studies in an iterative manner. Impetus also offered to assist with the creation and development of an interactive educational slide deck and facilitate the logistics for a series of in-person Train-the-Trainer sessions, including booking of hotels, flights and meeting rooms.

**"Looking at my project from a strategic, high-level perspective, I realized that everything could be broken down into manageable tasks. After consulting with Impetus, my approach shifted from being reactive to proactive, which helped me organize my thoughts so that I could start to see all the pieces and how they would come together."**



As soon as Kelly began working with Impetus her project started to move very quickly. Impetus set up online contracts to secure participation from her chairs and faculty, and scheduled a project kick-off web meeting to discuss objectives, milestones and timelines with the group. Kelly was impressed that Impetus also arranged for a guest speaker to discuss the principles behind adult education and how to engage other experts, which

brought the conversation to a higher level and ensured that her educational program would stand out from the pack. The daunting task of creating an educational slide deck with input from physician thought leaders across the country was broken down into a series of assignments that were divided between the program chairs and faculty. An online portal was built out and leveraged to collect feedback, comments and case studies, as well as communicate key information such as deadlines and live meeting details. Program chairs and faculty were able to submit their feedback online and upload files into personalized folders at a time and place convenient for them. Impetus did all the work of collecting and collating the comments, and then

put together a draft interactive slide deck for Kelly and her team to review prior to sending to the program chairs and faculty for their thoughts.

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Overall, increased efficiency, increased number of times able to connect with colleagues on the project which is a good thing I liked that the comments made by the group were archived and accessible for repeat views.

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- Working group member

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We have saved so much money using the online portal — it has enabled us to engage with physicians and nurses from across the country but using a leaner budget. The meetings were well organized and highly focused due to the amount of pre-work we were able to accomplish online.

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After collecting the initial feedback, Impetus organized and coordinated a live meeting with the physician chairs and faculty members, including sending out invitations, arranging travel and accommodation and booking meeting rooms. At the meeting, Impetus facilitated and managed the review of key data by the program chairs, introduced the slide deck to the faculty and discussed the principles of interactive case based learning. Based on the meeting feedback, Impetus made further revisions to the slide deck until Kelly, her team, and the physician chairs and faculty were pleased with the end result.

The process was then repeated for the nurse group, where Impetus mapped out timelines, secured the chairs and faculty, and created an online platform to collect initial feedback on the deck created by the physicians as well as submit nurse specific case studies. Once again, Impetus arranged all live meeting logistics and made further revisions to the deck based on the meeting discussion.

After finalizing both the physician and nurse slide decks, Impetus also created an private online speaker resource centre to foster continuity and act as a hub for others to be trained on the program and view and download the interactive slides. Kelly was so impressed with her partnership with Impetus that she decided to use their services to organize and execute several live CHE events related to her educational program. In the end, Kelly realized that using an online portal was



an excellent way of managing her project, as it enabled her to keep the entire process organized, within timelines, and within budget. Her project was completed in five months — nearly half the time it would have taken using a conventional approach! Kelly was so glad that she had been able to work with Impetus from conception to execution of her educational program without having to involve multiple vendors and agencies. Impetus handled every aspect of her project with ease, from meeting logistics and program management to content and creative.

Kelly felt confident that she could trust and rely on Impetus given their experience in the health-care and pharmaceutical industry, and their strategic, technology-enabled, full-service approach made everything so much more simple and streamlined.

## The Impetus Impact

+ 90%

Engagement Rates

+ 86%

Improvement in  
Convenience

+ 72%

Increase in Speed to  
Access Insights and Data

+ 40%

Improvement in Quantity  
and Quality of Information  
Shared

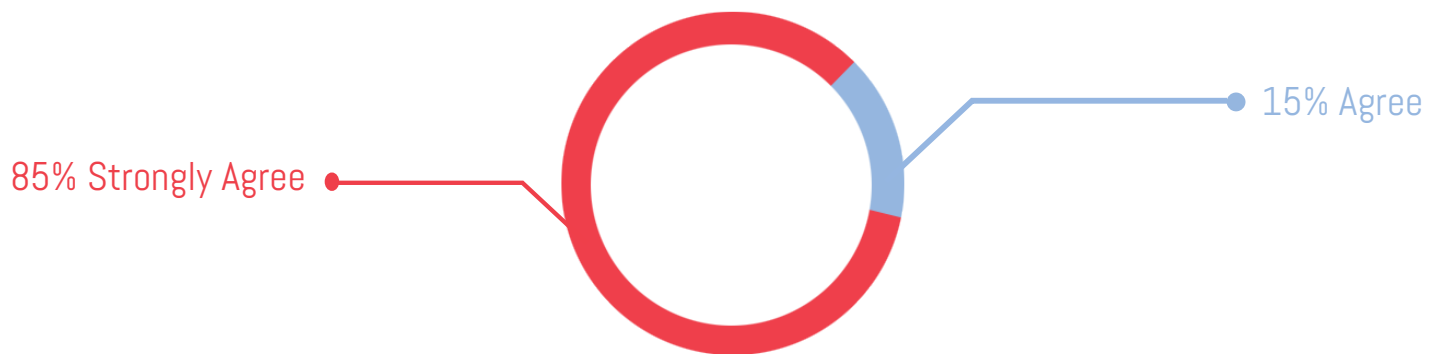
+ 30%

Improvement in Costs of  
Running Live Meetings

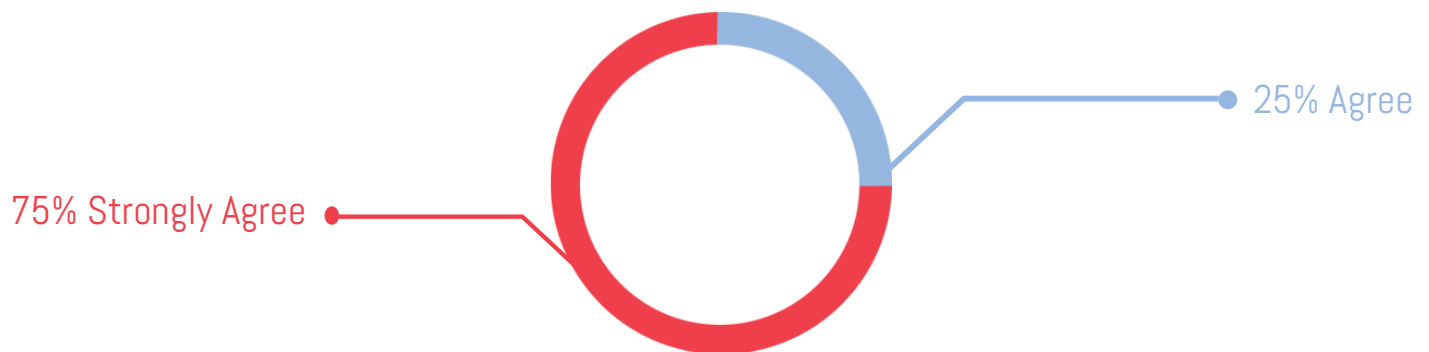
# Program Report

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- Completed educational slide deck in five months with feedback from both physician and nurse experts
    - Post-drug approval interactive slide deck developed for physicians with 94 slides, 4 cases
    - Post-drug approval interactive slide deck developed for nurses with 116 slides, 4 cases
  - 100% active online participation from all faculty members
    - Average of 27 comments / physician faculty / iteration (total of 5 iterations)
    - Average of 47 comments / nurse faculty / iteration (total of 3 iterations)
  - 100% of physician and nurse faculty agreed that the meeting objectives were accomplished
  - 100% of all participants (internal and external) agreed that logistical arrangements were well organized and well managed
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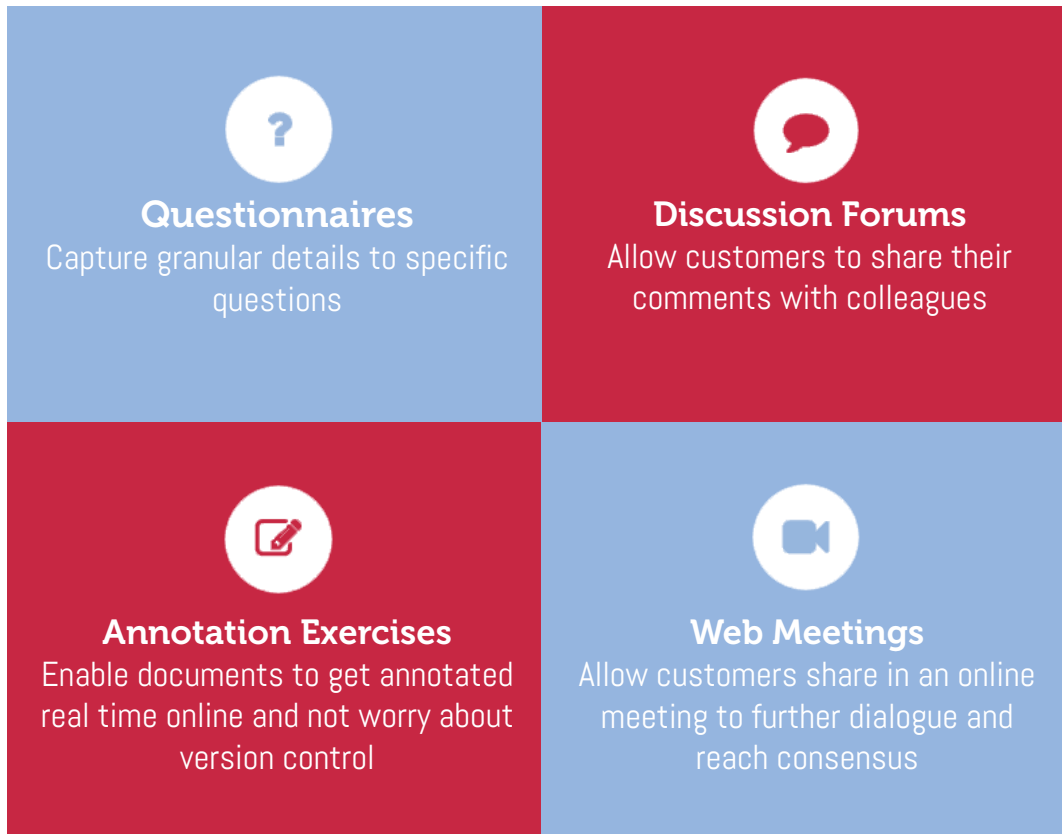
"The meeting objectives were accomplished."



"Logistical arrangements were well organized and well managed."

# Digital Tools

## for Online Touchpoint Assignments



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