THE CASE FOR IMMERSIVE EXPERIENTIAL LEARNING

OVERVIEW

Experiential learning uses critical thinking, problem solving, and decision making and has become an established method to accelerate learning. Because of this, Astellas Oncology, in partnership with their vendor CLD, sought to provide unique, immersive experiential learning approaches to engage and excite learners for two separate, concurrent launches in 2018:

• Launch 1: XOSPATA (New Hire and Launch Curriculums)
• Launch 2: Astellas and Pfizer Co-promote Launch for XTANDI’s New Indication

Experiential learning is personal in nature, influencing both feelings and emotions as well as enhancing knowledge and skills. To be effective, each of these learning experiences had to be tailored to provide a unique emotional experience commensurate with the situation as well as meet the vastly different needs of each audience. In both scenarios, learners were exposed to extensive “hands on” real-world practice in different topics to best prepare learners to have effective dialogues with customers in the field.

METHODS

THE CHALLENGE STADIUM

Selling skills game rooms provided opportunities to earn points while practicing elements of the sales call such as: objection handling, openers, mini-selling scenarios, quiz blocks, etc.

- Large celebration (Astellas, Pfizer, & patient)
- Flexibility to repurpose key training elements to engage all of Astellas in new launch

THE EVALUATION ARENA

- COACHING & EVALUATION WITH MANAGERS: At the end of the full 2 days, learners practiced elements of their call

PATIENT JOURNEY FOCUS

• Home Study began with a narrative-style patient journey module written from the patient and HCP perspective
• Through a Patient Journey Walk Workshop, learners physically “walked in the patient’s shoes.” With large posters and using audio headsets, learners met the patients and families and followed them through diagnosis, prognosis, and their treatment journey
• Learners used a journey guide for note-taking and self-reflection

IMMERSIVE ACTIVITIES WITH EXPERTS

• KOLs & Patient Cases: The Patient Journey Walk was followed by various HCP speakers that discussed treating AML patients
• CVA Poster Sessions: Learners in small groups related to various spreads and engaged in conversations directly with MSLs, marketing, and managers stationed at each spread.

CONCLUSIONS

In addition to knowledge assessments, home study games, and survey results, the Coaching App was used to collect:

• Sales skill evaluation scores to identify winners, gaps, strengths, and areas for remediation in real time
• Automated tracking of remote certifications as PDU’s within 48 hours, saving many staff days previously required for prior manually tracked certifications
• Effective experiential learning can be designed for various audiences as well as different knowledge and skills objectives
• The gamification process was extremely effective in motivating very targeted Oncology representatives.
• Learners were engaged in non-stop verbalization and mentoring activities for hours and remained competitive
• The Coaching App tracked game points for remediation and prizes