

THE CASE FOR IMMERSIVE EXPERIENTIAL LEARNING

Nominator's Company:



Nominee's Company:



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.

This poster illustrates how CLD successfully tailored two very unique experiential learning solutions for two vastly different launches for Astellas in the same year to make them what has been considered...

“Two of the most successful launches in Astellas’ history”
- Astellas Sales Leadership

SITUATION COMPARING KEY DIFFERENCES

	Xtandi	XOSPATA
DISEASE	Prostate Cancer	Acute Myeloid Leukemia (AML)
PRODUCT	New Indication	New Product Launch
COMPANY		
AUDIENCE	<ul style="list-style-type: none"> • Large field (650 participants) • Existing staff • Oncology Specialty Reps & Internal Medicine Reps 	<ul style="list-style-type: none"> • Targeted field (60 participants) • New hires • Oncology Specialty Reps • Flexibility to repurpose key training elements to engage all of Astellas in new launch
MOOD	<ul style="list-style-type: none"> • Large celebration (Astellas, Pfizer, & patient) • Ability for patients to use XTANDI earlier 	<ul style="list-style-type: none"> • Intimate, small setting • Highly reflective - focus on the patients' & HCPs' treatment challenges • Motivation enhanced by empathy
SELLING SKILLS	<ul style="list-style-type: none"> • Memorize and drill on new clinical data • Practice new selling messages for new indication • Gaining momentum in the call continuum (coordination of matrix teams to advance the call) 	<ul style="list-style-type: none"> • In-depth understanding of the patient journey • Engage HCPs in detailed conversations about their specific patients • Sell with the patient
APPROACH	<ul style="list-style-type: none"> • Broadcast used to maintain consistency across 2 large companies and simplify training for managers • Leverage managers to provide extensive coaching • Provide a 1/2 day culminating in gamified, role-play experience in 2 concurrent ballrooms: "The Challenge Stadium" and "The Evaluation Arena" 	<ul style="list-style-type: none"> • Take advantage of small group size to provide an intimate experience • Center training around the patient, weaving the patient story through the entire roll-out • Patient journey workshop that allowed learners to physically "walk in the patient's shoes" • Integrate KOLs, Medical, and Marketing into the hands-on workshop activities, including: patient case study workshops, poster sessions, and CVA spread discussions

METHODS



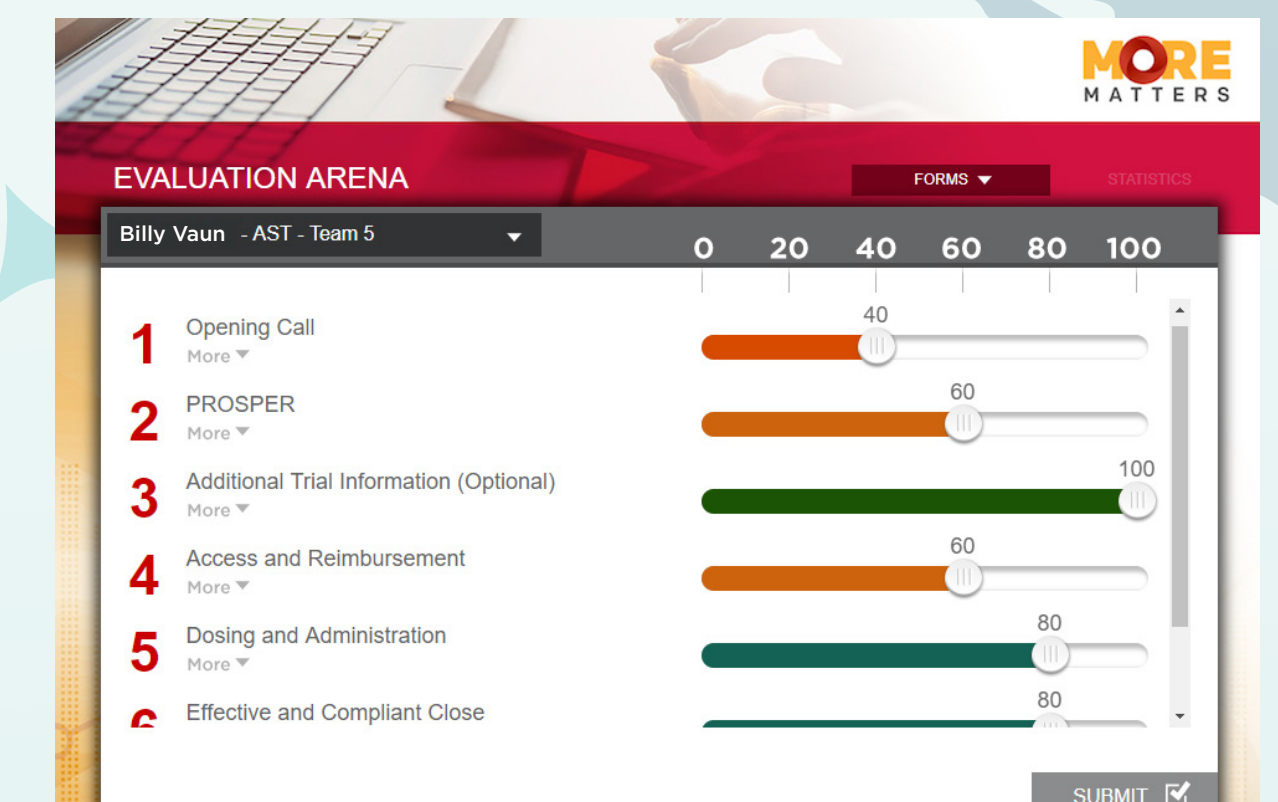
THE CHALLENGE STADIUM

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



THE EVALUATION ARENA

- Real-life role plays focusing on gaining momentum in the call continuum
- Internal Medicine and Oncology reps for each geographic territory worked in their teams
- Reps called on the same HCP for 15 minutes each, debriefing as a team to advance the call between each role play
- The Coaching App tracked game points for remediation and prizes



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
- Posters and audio were reused by a broader corporate headquarters audience to create visibility and enthusiasm across the organization



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 rotated to various spreads and engaged in conversations directly with MSLS, marketing, and managers stationed at each spread. Learners discussed how spreads could be used in sales calls and practiced elements of their call
- Coaching & Evaluation with Managers: At the end of the full curriculum, learners were evaluated on their sales calls using CLD's Coaching App



EVALUATION

- 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
 - Automate tracking of remote certifications at PDUFA within 48 hours, saving many staff days previously required for prior manually tracked certifications
 - Following the meetings, Astellas customized the Coaching App for use with new hires on an ongoing basis. The app is now used by the Astellas CL&D team to provide customized coaching reports to managers, real-time analytics, and trend reports to leadership

CONCLUSIONS

- 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 tenured Oncology representatives. Learners were engaged in non-stop verbalization and mentoring activities for hours and remained competitive
- These two very different experiential learning approaches were successful in setting a unique tone for each meeting, influencing emotions, and enhancing knowledge and skills simultaneously
- All necessary learners across products were certified and able to sell in the field by the intended time