



# Pharmaceuticals

## CASE STUDY

Effectively improve the retention of product related knowledge for Field Sales Reps across each organization's therapeutic areas (Hematology, Immunology, Pulmonology).

## The MLevel Impact

### EASY AUTHORING TOOL

Rapidly author and deploy engaging learning modules

### INCREASED ENGAGEMENT

Provide opportunities for continuous reinforcement and coachable insights.

### ANALYTICS & DATA

Real-time analytics with extensive tracking to identify where learners are struggling.

## Highlights

- Program deployment to 300 Field Sales Reps across the United States
- Implementation of SSO for ease of access and consistency
- Application of microlearning and gamification principles promoting engagement and reinforcement
- Creation of 30+ modules leveraging MLevel's wide array of learning activities (video, scenario, assessments)

## Challenges

- Customer struggled to provide quick reinforcement to their Field Sales Reps to understand crucial product information.
- Materials were distributed via PDF's or webinars with little to no tracking or insights.
- Documents went unread and webinars turned into multi-task time