



CASE STUDY

Keeping the in-field team a few steps ahead

Our client wanted to rationalise, refresh and update their internal training resources. When did you last take a critical look at your internal materials?

Our thoughts:

To really engage with HCPs and spread brand awareness, your field force (medical and commercial) needs a deep understanding of your disease area. It's rare that a client is starting from scratch when developing internal training materials. We love it when a client provides us with several slide decks and asks us to create something consistent and current that builds on the best bits. It's a challenge, but our strengths lie in sifting through everything with **a clear eye on what will have the biggest impact and value for the client and their audiences.**



The outcome:

The slide decks were used not only for training of MSLs, but content continues to be adapted for promotional decks and has been used elsewhere by the client, including on the disease awareness section of their HCP website. This is **a testament to the quality** of the original outputs.

