

CASE STUDY

An Interactive Product Onboarding Tool



Top 10 Pharmaceutical Company

An Interactive Product Onboarding Tool

THE CHALLENGE

- An extensive library of primary and secondary research publications and medical education and training materials existed for an established neurology product. The material was available but difficult to access because it was scattered over various portals and platforms.
- The client had an unmet need to organize the product information so that the complex scientific content was easily accessed by Field Medical Excellence (FME) teams in an easy-to-use format.

THE APPROACH

- The Enago team and client worked together to gather input from Medical Directors and the FME board.
- The Key training resources, publications and other materials available on the various FME portals, scientific, and commercial Share Points across different geographies were identified.
- A storyboard was developed and packaged as an interactive PDF. This novel tool transformed new-hire learning into self-paced, easy-to-access and navigate modules.
- The onboarding tool featured a high-level disease and product overview with links to current product resources, key clinical data, and medical and clinical updates.



THE IMPACT

- An innovative, user-friendly tool ensured easy access of a library of information essential for effective onboarding of new Medical and Scientific Liaisons on FME brand teams.
- A common knowledge base is now available to all FMEs and Medical Teams globally to provide complex content in an easy-to-use format.
- Field associates can access real time product and disease information to support their communication with healthcare professionals.