



## Case Study Healthcare

### Challenge

A new blockbuster drug was the focus of this international pharmaceutical company. Because it was the first of its kind, they needed a way to share information with the sales force that would stand out.

### Solution

BI WORLDWIDE produced content for a three-day U.S. launch meeting: nine workshops, three learning courses, a mastery challenge event, and materials for a meeting-in-a-box—where content could be used for future launches. The mastery challenge event gave participants an interactive and competitive opportunity to understand the new product. Culminating in a sales simulation, physicians evaluated reps on their knowledge and skills. The meeting was enhanced overall with iPad technology: housing all meeting content, gathering feedback, tracking mastery challenges, and creating detailed reports from the individual to national level.

## Results

By the end of the meeting, 91% of attendees participated in the mastery challenge. 74,000 data points were captured during the meeting, providing information that was used to coach reps and improve future business objectives.

