

Case Study Healthcare

Challenge

The neuromodulation division of a global medical device manufacturer needed eLearning courses to support the launch of several new products.

Solution

BI WORLDWIDE created a web-based portal that delivered pre- and post-launch eLearning content to field sales, as well as physicians and physician assistants. We designed and produced interactive eLearning modules on how to use the new device, product benefits and the therapy sales process. We also updated a series of existing modules to meet FDA requirements and optimize the level of interactivity.

Results

The manufacturer achieved their ambitious product sales goals and continued to update and use the eLearning modules for several years.



ACHIEVED PRODUCT SALES GOALS