



Maximizing ROI from Off-the-Shelf Resources

September 28, 2016



Learning Resources Available

A Library of Off-the-Shelf Resources

Programs Can Be Tailored to Meet Your Needs



Market Access
Managed Markets



Leadership
Business Acumen



**Business and
Selling Strategies**



**Health
Outcomes**

Speaker Profile:

Barbara Lockee, PhD



- Professor of Instructional Design and Technology, **Virginia Tech**
- Research interests focus on **instructional design issues related to distance education**
- **Published more than 100 papers** in academic journals and has recently written **two books**
- Past president of the **Association for Educational Communications and Technology**



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Speaker Profile:

Jim Underwood



- Director, Training & Development, **Kowa Pharmaceuticals**
- Co-developed and designed competency base training and launched **University of Pfizer**
- Created sales model and **implemented national sales training** to more than 10K reps and 1K managers
- Developed **National Cross-Divisional Multidisciplinary Preceptorship**



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Speaker Profile:

Dan Zimmerman



- Director, Sales Force Effectiveness, **Women's Choice Pharmaceuticals**
- **Specializes in bridging technology solutions** within a sales environment by collaborating with multiple functions
- Previously Associate Director, Sales Force Effectiveness, **Allergan**



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Moderator Profile:

Laura Ramos Hegwer



- 23 years writing about healthcare
- Writes for *Healthcare Financial Management*, *Healthcare Executive*, *Healthcare Cost Containment*, *Journal of AHIMA*, and other industry publications
- Former magazine editor covering sales and training in the life science industry



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Question for the audience

What is the MOST common way that L&D teams use off-the-shelf resources to enhance their learning programs?

- A. To train the field on a new disease state for a product launch or new indication**
- B. To train new hires on the basics**
- C. To educate the field on industry and market changes**
- D. To develop new or emerging leaders**



What are some ways that companies have used off-the-shelf resources to enhance their programs?

Potential Applications



What factors should trainers consider when deciding to “create or buy” a resource?

Create Custom

- Built to Fit Specific Needs
- Requires In-house Expertise
- More Time, \$ Needed

VS.

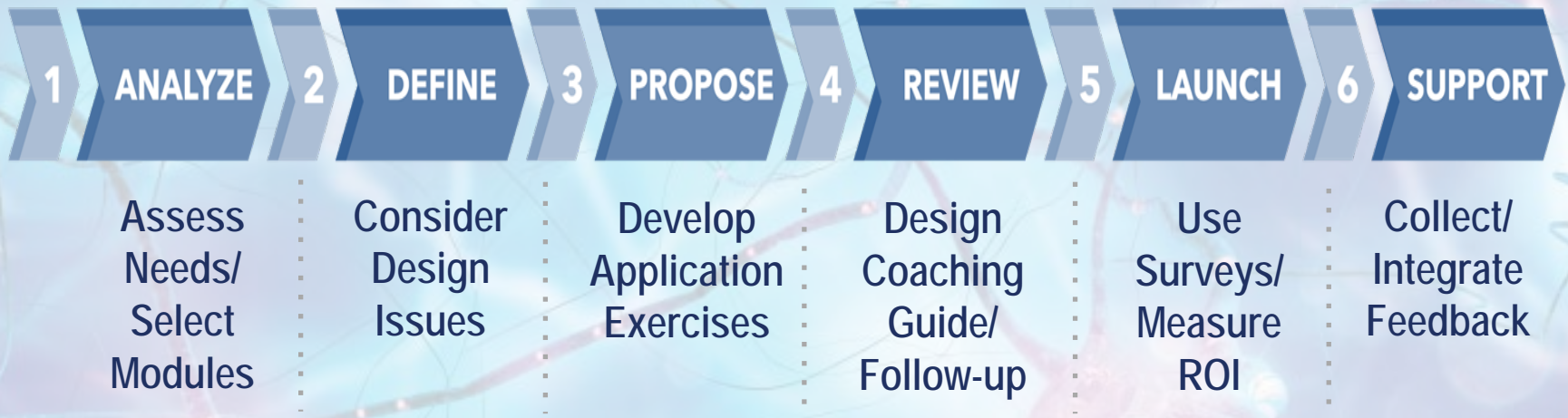
Buy Off-the-Shelf

- Customizable But Not Custom
- Still Requires an Internal Champion
- Faster Turnaround, Less \$



What are some best practices for customizing off-the-shelf resources?

Sample Customization Process



Question for the audience

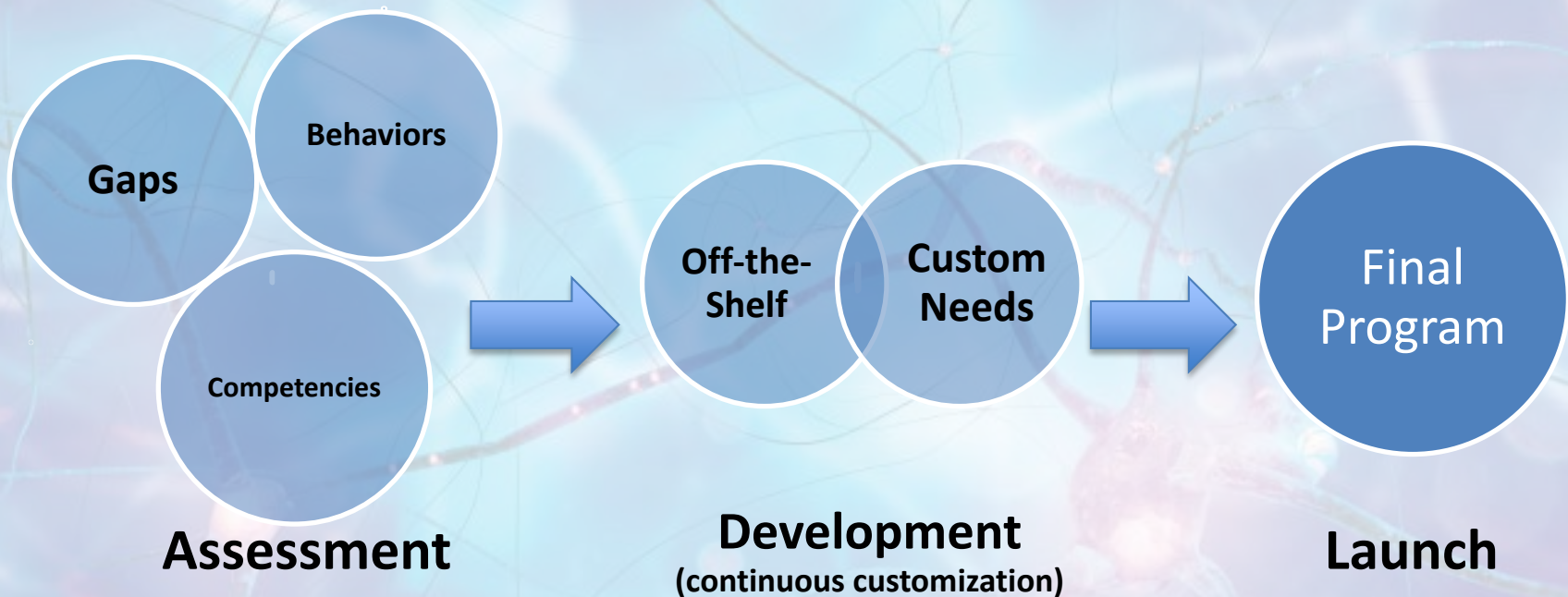
What is the MOST common mistake that trainers make when leveraging off-the-shelf resources?

- A. Not refreshing their resources often enough**
- B. Not linking resources to core competencies**
- C. Not integrating resources into a career ladder**
- D. Not sustaining the learning back in the field**



What are some pitfalls to avoid when using off-the-shelf resources?

One Concern: Not Aligning the Resource to Learner Needs



QUESTIONS?



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Thank you for attending the webinar

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