



Women's Choice Pharmaceuticals: Enriching the Learning Experience

CASE STUDY

CMR PARTNER PROFILES— ONE IN A SERIES

What does it mean to partner with CMR, and how can you get the most out of that partnership?

We asked Directors of Training and Development who rely on CMR to help them succeed. They represent large, well-established multi-nationals, and smaller and newer specialty firms. They face a range of challenges: getting new hires up to speed... expanding into new therapeutic fields... keeping their seasoned people motivated and helping them grow... developing new leaders.

What they share is their ability to find creative ways to leverage their CMR partnerships.



CMR Institute sets the global standard for unbiased, expert training to help sales teams adapt and excel. With relevant and always up-to-date industry information, our content increases knowledge and understanding of the issues affecting healthcare today.

CMR Institute's training resources provide real-world wisdom and relevant knowledge because they are created with healthcare executives, clinicians, and thought leaders from the nation's most-respected institutions.

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Going global can mean training challenges.

Just ask Dan Zimmerman, VP, Sales for Womens Choice Pharmaceuticals (wcpharma.com)—a privately-held company targeting women's health care and urology markets. The firm started in 2011 in Arizona, but global investors have expanded the company's reach, their growth now fueled by acquisitions as well as ongoing research. That can make for a diverse sales force and a broad range of training goals.

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Luckily, CMR offers a broad range of education resources—so it can create Custom Certificates from its library to meet each rep's unique learning needs.

Dan offers a recent example: "An expansion last year meant recruiting new-to-industry individuals—professionals who knew selling but lacked a Life Sciences industry background." CMR was the key to providing critical industry background knowledge. "Having ready-made, locked-and-loaded courses to marry to our current disease state and product materials made CMR an invaluable partner. They helped us get our people quickly up to speed on areas like the ACA and the drug development process."

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And, because regular revisions keep all CMR e-modules accurate and up-to-date, they can also help experienced reps track ongoing seismic changes, such as the impact of specialty drugs or a rapidly-shifting regulatory landscape.

The key to making it all work, though, is the Enrichment Call. "That's where the magic happens," says Dan. The call is a DM's follow-up meeting with a rep to go over a completed module or course. The magic is transforming

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knowledge into behaviors—behaviors that, in turn, help transform a DM's reps into an effective sales team. "You need pull-through to make sure that what they learn is meaningful to them and gets used," Dan explains.

Enrichment Calls are conversations, not reviews. The DM is not just checking on whether a rep has done the work, but helping them understand how the content connects with their job. "It's a chance for the DM to plug in examples from the rep's or their own experiences, to bring the practical value of the material to life. For instance, a new rep may not understand how unspoken background knowledge can inform and empower what gets said on a sales call."

If an Enrichment Call is where magic happens, CMR Coaching Guides are the wand in the DM's hand. "The Coaching Guides are great—they help give structure and direction to those conversations."

