

This worksheet is designed to provide you with ideas and inspiration for creating, augmenting or updating your market access training program.

Section 1: Program Overview Questions

- 1. What role(s) you are designing the program for? Are these roles and people new to market access? Are they experienced and just looking to brush up on industry updates? Be as descriptive as possible about the roles and experience levels that make up your target audience(s).

- 2. Start with the end in mind – what does your “perfect” training program look like? What elements are most important to you?

- 3. If you have a current market access training program - what is working with it? What is not?

- 4. What is your budget for the program? Do you anticipate it growing or shrinking over the next 6-12 months?

5. How long is your desired market access training program? Is it in phases? Do you/can you have learning planned to support them for at least 6-12 months?

6. Will you have both “home study” and “live/virtual” training opportunities? When designing content, determine whether it could be good fit for home study via workbook or eLearning or whether it should be covered in live/virtual training with opportunities for skill practice with feedback.

Pro Tip: Sometimes it is a combination of both – you can provide the learners with foundational concepts via self-paced eLearning courses that include opportunities for knowledge checks, content review and remediation and then do additional learning reinforcement and skill practice in live training (whether in-person or virtually).

Section 2: Content Gap Assessment

Training Topic	Do you need this? Does it fit one of the competencies or organizational objectives/behaviors?	Do you have it already? If so, is it current or should it be revised/revamped? If not, can you build this or look to purchase?	Do you have content design ideas? is this content that could be good for home study via eLearning or does it need live/virtual training and skill practice with feedback? Or both?	If this topic needs to be included which role(s) would benefit from each type of training (representatives, managers, account managers, etc.)
Changing Landscape/Marketplace Dynamics				
Payers & Reimbursement				
Strategic Business Planning				
Hospital Selling				
Organized Customers				
Health Information Technology				
Value-Based Selling				
Others (Fill in your own)				

Section 3: Other Tips for Program Design and Development

Other Items to Think About:

- Now that you have identified the content you may need; it can be helpful to lay out a content plan. Going back to the questions above, what is your timeline? Find your desired launch date and work backwards from there, adjusting as you go. What can and should be done during home study and what should be covered in live/virtual training? If possible, work in time to pilot your new program or new program elements. Identify what content you already have and what do you still need to create.

Pro Tip: Draw out your timeline on a whiteboard. Then write each of your topics on post-it notes. Move them around the timeline until you are happy with the design. As you identify content that you still need to create and find yourself with a short timeframe, partnering with a training provider that has customizable off-the-shelf resources may be an effective way to fill your content gaps.
- Get approval. Make a list of all interested party that you need to get “in your boat” as you create or change your program.

Pro Tip: Find a few employees that are in market access positions within your company that you could run your plan by to get a real-world perspective.
- Budget wisely. Think about how you can best use your budget dollars to get the most out of your program and build budget specifics into your plan. Home study eLearning courses generally cost less than providing training with a facilitator – are there topics that you could cover via eLearning so that you could repurpose those budget dollars?
- Create opportunities for employees to build their networks and work together. Can you incorporate a mentorship component by pairing a more experienced/tenured employee with one that needs more experience and guidance? Is a cohort program a good option for your organization?

Pro Tip: Cohort programs are excellence for building rapport amongst colleagues across the organization and between different business units. Scheduling cohort calls on a monthly or quarterly cadence offers opportunities for learners to review learned information, ask questions and hear from their peers.
- Plan for feedback opportunities. How will you build continuous review and feedback into your plan? Participant surveys are a great tool to gauge how learners are feeling about the program and to see what is working and what is not. Pre – and post

- program assessments are useful for seeing hard facts about knowledge gained. Conducting informal participant interviews when the opportunity arises are another great way to get participant feedback and hear directly from your audience on what they would keep, change, or do differently. It can also be used to discuss new ideas or program improvements you are thinking about.
- As you look over the content that you will need for a successful market access training program, it may seem overwhelming. A good next step is to figure out what you should be using your internal talent and resources to build in-house versus what can you outsource to save time and money (caveat here – find a reliable partner so you can do this without sacrificing quality).
Pro Tip: To determine when building content internally may be best versus when to use a training provider ask yourself the following question: *Is this topic specific to my company?* If not, then partnering with a reputable training provider could be a very viable, time-saving and cost-effective solution.

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