

PROVIDER (INDUSTRY PARTNER/SUPPLIER) AWARDS FINALIST

IMMUNO-ONCOLOGY

SUMMARY

The video was designed to:

- Show the results of AstraZeneca's cutting edge research
- Introduce a new therapeutic area to the company, including to a new sales force
- Generate interest and excitement around new pipeline products
- Simplify a complex mechanism of action

The program was originally created for 120 Specialty Oncology Reps, but was used to educate the entire home office organization!

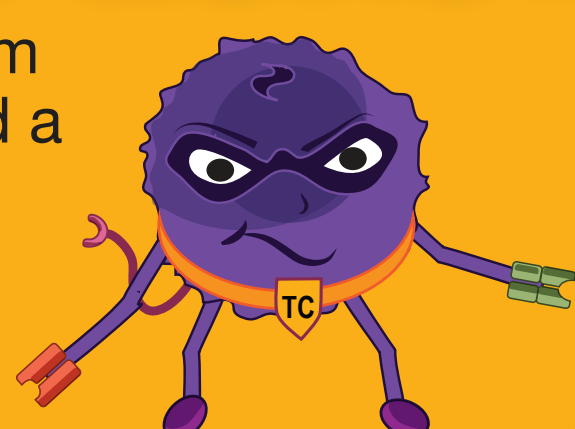
SITUATION ANALYSIS

The immuno-oncology (IO) therapeutic space was new, complex, and developing quickly, and the company pipeline included several IO drugs. IC Axon was challenged to develop clear, easy-to-understand, engaging training for the IO therapeutic area, including the mechanism of action, as quickly as possible.

During development, numerous stakeholders provided input to ensure alignment with the evolving vision for this new business unit. The final product has been endorsed across all business units and levels of leadership within AstraZeneca.

METHODS/APPROACH

IC Axon and the AstraZeneca project team developed a cast of characters. Each had a personality based on their role in the scientific story, including:



T-CELL



TUMOR CELL

A consistent color treatment was used for each cell/character, consistent with its "serious" counterpart in the modules.

Metaphors were used to explain complex concepts in an easy-to-understand way.

The final product (.mp4 format) ensured compatibility across any device, and easy access to the video.

EVALUATION

The training was evaluated by the training project manager over a 3-month period using:

- Multiple SWOT analysis with the IO team to discuss effectiveness and impact.
- Data collection after each of the 5 waves of training, including:
 - Pre-/Self-Assessment (two 1-5 scales for Confidence and Knowledge)
 - Onboarding feedback
 - Home Study results
 - Live workshop facilitator feedback
 - Assessment Data

CONCLUSIONS

The business impact of the IO Whiteboard Video was reflected by use across multiple audiences including:

- Sales representatives
- Managers
- Brand teams
- Market access teams
- Medical communication teams

The ability for many audiences to learn from a single video translated to cost-savings across the organization.

The primary audience for the video (sales reps) all reported strong confidence in, and applicability of, the overall training program, and many cited the IO Whiteboard video as a key value add, "The cartoon videos are awesome visuals, please keep these coming!"

Learners were able to make direct connections between the home study training content and their role in the field, and could apply the knowledge and skills learned to their job (97.6%). The IO Whiteboarding video was very highly regarded. It reached an 85% satisfaction rating, and was ranked in the top 7 of the 150+ IO assets produced.

ASTRAZENECA are focused on researching and developing new medicines that improve the lives of patients around the globe. Our researchers push the boundaries of science to discover these innovative treatments, but we must also ensure that patients can access them. AstraZeneca has a long history of helping qualified patients afford the medicines they need through our patient assistance programs. Over the past 10 years alone, the AZ&Me Prescription Savings Program has provided prescription savings to more than 4.5 million patients in the United States and Puerto Rico.

IC AXON is an industry leader developing science-driven training for pharmaceutical and life science customers and 100% dedicated to life science sales training. With the largest team of in-house experts in the industry, our team uses a collaborative, cross-departmental approach to ensure our deep clinical knowledge, instructional design, creative vision, and technical innovation meets our client's needs and exceeds expectations.

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