BUSINESS BRIEF

Effective Ways to Prevent the Use of Inaccurate Information to Reduce Compliance Risk

As a highly regulated industry, compliance is absolutely critical in Life Sciences. Compliance ensures the safety of patients, while non-compliance puts not only patients, but the pharmaceutical or medical device company, at risk.

All the departments in pharmaceutical and medical device companies know how important this is because providing inaccurate information might result in severe consequences. It is essential to set up and regularly update a system of due diligence and compliance checks and balances with materials and training, but do you know if your systems or platforms are doing enough to stop your teams from using outdated or inaccurate information? With technology continuously improving, are there steps you can take to ensure your teams use compliant content and lower your risks?

Commercial learning and development (CL&D) teams are under pressure as they train and certify field teams to educate healthcare practitioners (HCPs) about their products or devices. They must guarantee that everything field reps discuss or share is current and approved. Unfortunately, when reps need information immediately and they can't find it, they may succumb to the pressure of answering with "stale" or "homemade" bread.

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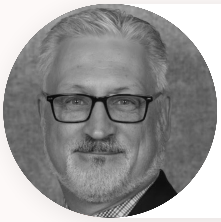

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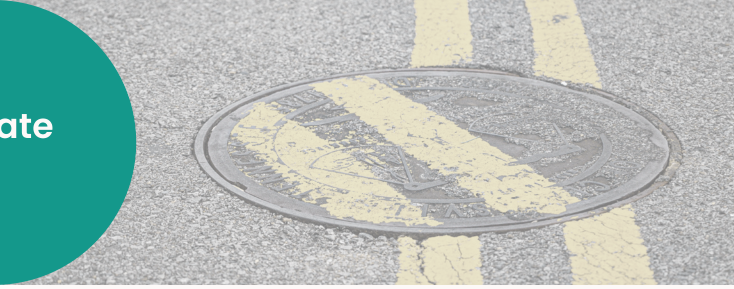

Given this information, what steps can you take to ensure that your field teams won't make that mistake?

We organized a panel of subject matter experts to share their perspective on what Life Sciences CL&D teams can do to ensure field rep compliance in terms of content, technology, and training.

"Homemade Bread" = unapproved content

"Stale Bread" = out-of-date content

CONTENT

We often hear the expression "provide the right content at the right time" as a way to curb rogue field rep behavior, but how do you actually do that? There are two proven ways to counter this:

1. Divide content into digestible chunks
2. Make content easily accessible

Due to the nature and complexity of drug and device clinical information, documentation and guides are often lengthy and complicated, which makes it hard for field teams to find specific information they need quickly. By breaking this content into modules and deploying it as micro-learning, it not only makes the content easier to understand and recall, it also produces content that is more accessible, engaging, and easy to locate.

"For a large curriculum, develop a curriculum map so it's easy to pinpoint in one glance where information is."

- Maria Bavishi

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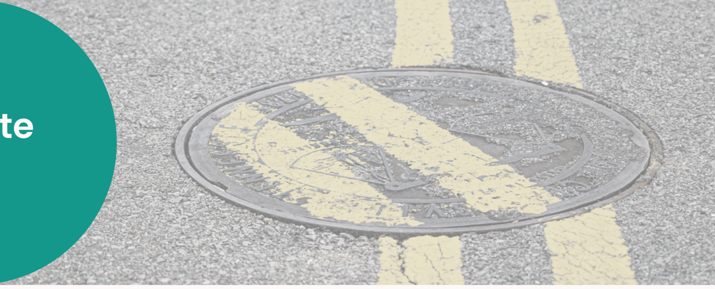

70%
agreed that using off-label and out-of-date information presented the biggest risk

Creating modular content can be as simple as taking what you already have and categorizing it as need-to-know and nice-to-know, and then explaining the distinction to your teams. You can also break down complex content into mobile-friendly infographics or short PDFs. Finally, curriculum maps can be a great way to help your learners know where to find the information or assets they need.

If they have quick and easy access to the appropriate content, field reps won't have to rely on stale or homemade bread or even the dreaded "Google" search.

TECHNOLOGY

Field teams are typically large, remote groups that are scattered across the country, so the technology they use needs to be integrated and user-friendly. But we know that field teams often have upwards of 10 to 20 systems they must access to do their job. If the systems are splintered and not well connected, field reps are more likely to use homemade or stale bread. So, what can you do to make their tech environment better?

> **"Downloading a PDF on your phone when you're 30 seconds away from an interaction makes it difficult to get the information you want."**
>
> - John Constantine

The experts all agree that having a single sign-on for training and enablement systems is one of the best ways to ensure that people access and use the right content. The fewer barriers to entry, the more likely busy field reps are to use them.

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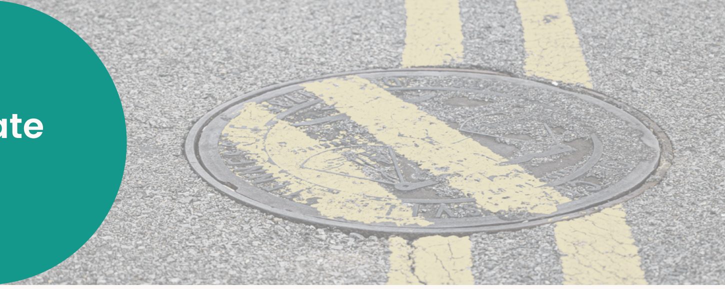


50%
agree reps struggle to know where to find the information they need

Another way you can ensure your technology is making it easy for your reps to use approved content is to ensure that the platform supports the creation of searchable content. With the use of advanced search capabilities and tagging, learning platforms can provide field reps with a short and accurate "answer card" to immediately satisfy their needs, with the ability to expand into the document for deeper information.

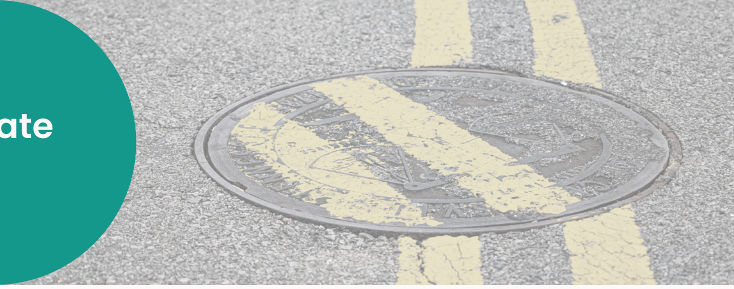
When the technology your reps use to access approved content facilitates quick and easy access to it, they are less likely to go looking for answers elsewhere.

TRAINING

All CL&D teams are focused on pull-through — making sure field teams internalize what they learned in training and are putting it into practice. At an organizational level, this requires a culture of continuous learning. From a training standpoint, it means making it easy for learners to go back to training content or request help when they need it.

> **"In a perfect world, you're creating a culture within your organization around continuous learning."**
> - Peter Hodlofski

Making sure field reps know how to find what they need is critical. This can be accomplished with a newsletter that reminds reps where content and training on certain skills can be found, along with direct links to the assets. This ongoing communication about existing support materials helps to facilitate a continuous learning culture and also allows reps to consume content when it is convenient for them.



42%
of companies have implemented the tactic to create more bite-sized training materials

When we blend technology and training, tools like coaching applications are changing the way we reinforce training and messaging. A common remote coaching capability available now is the ability to use video technology to record objection handling or brand messaging, which can then be submitted to managers for review and feedback. Coaching tools offer a dual benefit in training because, when asked to record a video, most people will record five to six times before submitting their final version, which effectively makes them practice the correct messaging.

CONCLUSION

Ensuring field rep compliance is one of the most important and challenging things commercial and medical teams face today. When given the opportunity, reps can strengthen HCP relationships by being able to answer questions on the spot. Unfortunately, if they can't get the answers from approved sources quickly and easily, field reps will look elsewhere, even if that means using homemade or stale bread.

This risk can be mitigated by making changes to your content, technology, and training to make it easy for people to get the correct information they need, when they need it. The recommendations are to: make content "snackable" by converting large volumes into modules delivered as micro-learning; ensure content and training are easily searchable and deliver results as easy-to-digest answer cards; and make sure your technology helps instead of hinders continuous learning by supporting re-training and virtual coaching.

By adopting such practices, you make training and continuous learning easier and more engaging for your field teams, while reducing the risk of non-compliance.

ABOUT ACTO

ACTO is an AI-powered Intelligent Field Excellence (IFE) platform built for Life Sciences that helps Sales, Marketing, and Medical teams improve customer engagement and brand performance by turning field professionals into “Masters of the Message” who engage HCPs and their support teams with authority and impact. With ACTO, biopharma companies can ensure field professionals are always competent, confident, and credible, delivering the right message to HCPs, while providing senior leaders and frontline managers with the insight they need to drive continuous field force effectiveness.

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