

CASE STUDY

Speaker's Bureau: interactive training for HCPs in Lung Cancer

2 months educational course for 39 oncologists with the focus on public speaking

Training Sessions



Session 2

Interactive workshop:

The participants have the opportunity to use whiteboard capabilities, polling and run interactive conversation.



Session 5

Individual Workbook:

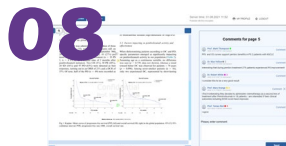
Participants track their progress and write comments using the Online Editor function. Moderator could review and give their comments.



Session 6

Discussion forum with Quiz:

Offline lecture, quiz and discussion forum: participants have access to recorded lecture, could share their opinions and check the knowledge in quiz session



Session 8

Workshop using annotation features:

Participants could provide peer-to-peer feedback using annotation features of the platform

Challenge

COVID-19 pandemic has shifted all activities with HCPs to digital space.

The Medical Affairs team was looking for a combination of user-friendly platform compliant with industry standards and development of public speaking capabilities for HCPs.

Results

▶ **200%**

improve the engagement

▶ **87%**

Net Promoter Score

▶ **100%**

participation rate