



Case study



Roche Diagnostics enhances training with interactive e-learning solution

Client name: Roche Diagnostics

Region: Asia Pacific

Vertical: Healthcare

Business challenge:

Roche needed to ensure a consistent training experience across the region in various Asian languages. Its existing e-learning course was not suited to the Asian market, wasn't interactive and lacked clear learning objectives

Solution

- A customized a new syllabus with medical scenarios
- An interactive game-based e-learning solution to better engage trainees, delivered online and on-demand

Services

- Bespoke e-learning content development

Results

- Game-based e-learning solution offers fresh approach to learning complex medical terminologies to engage trainees
- Role plays improve quality of training for sales representatives
- Consistent training experience is ensured across the region in five different Asian languages



‘NTT offered a fresh, game-based approach to improve the quality of training for our sales representatives in the form of role plays. They also made an effort to understand how training was previously conducted, what was possible from a technical perspective and more importantly, the specific needs of our trainees.’

Deborah Bialk, Project Leader, Roche Diabetes Care, Asia Pacific

Executive summary

Roche needed to equip its sales team with the right skills and product knowledge to efficiently sell its solutions to medical communities across Asia.

At the time, its options were limited to either enhancing its existing e-learning course with more interactive activities or a complete revamp of the new e-learning course, with clearly defined learning objectives.

Roche approached us to develop a new e-learning course. We undertook a detailed review of the course materials that had originally been developed in Germany.

After discussion with key stakeholders in the training process, we customized a new syllabus with medical scenarios similar to the popular TV series Crime Scene Investigation (CSI).

Client overview

Roche's mission is to create added value in healthcare by focusing on its expertise in diagnostics and pharmaceuticals. It is also the world leader in in-vitro diagnostics and drugs for cancer and transplantation.

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Business Challenge

Roche needed to train its sales representatives to sell more efficiently to doctors, specifically in four different areas:

- Diabetes medical knowledge
- AccuChek product knowledge
- Selling skills
- Distribution/territory management

The existing e-learning course available from the organization's office in Germany was not interactive and lacked clear learning objectives.

They were also faced with the challenge of ensuring training consistency across the region, in various Asian languages.

In addition, they were also keen to reduce training costs and travel expenses.

The way forward

Roche approached us to develop a new e-learning course to equip its sales force with the right skills and product knowledge.

Solution delivered

We customized a new syllabus with medical scenarios similar to those of TV series Crime Scene Investigation (CSI) to make the training more interactive. The online and on-demand courseware was divided into four modules, which enables sales representatives to learn relevant skills at their own pace.

Services provided

The game-based e-learning solution offers a new approach to learning complex medical terminologies and applying acquired medical knowledge appropriately.

Available in five languages, the new courseware also resolves the problems of finding suitable qualified instructors to deliver the training, coordinating the schedules of both trainer and trainees, and hiring facilities.

Value derived

As the course is delivered online, Roche is able to reduce its training costs, travel time and expenditure. The on-demand nature of the course also gives Roche's sales representatives more flexibility in their learning schedule.

Differentiators

Roche selected us as we offered a fresh game-based approach to improve the quality of training for sales representatives. We made an effort to understand the needs of the trainees.