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Custom Workshop Frameworks

Game-based Learning



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COMPLIANCE TRAINING INSIGHTS

In This Issue

MAKE COMPLIANCE TRAINING STICK

We've come a long way in life sciences compliance training in a relatively brief time. Fifteen years ago, the common approach to compliance training often involved lawyers using PowerPoint decks to train large groups once a year at POA sessions. Somewhere along the way, the industry recognized the importance of instructional design, and the power of technology, as the focus shifted to using eLearning in an engaging and creative manner. That pursuit continues.

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MEDICAL DEVICE MOMENT

... China has long been a hotspot for anticorruption enforcement in the pharmaceutical space, don't be surprised if the investigatory eye now turns to medical device.

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Live Compliance Training **quick tips**

**10 tips to make your
next compliance
workshop more
engaging and fun!**



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Instructionally-sound, creatively-scripted eLearning represents an effective method for training large groups across a company. However, to truly reduce risk, micro-learning concepts need to be strategically integrated into your curriculum. Targeted training, focused on specific subjects, and smaller audiences, is key. Let's use anticorruption training as an example.

Anti-bribery legislation is on the rise around the world, and the increasing risks associated with the growing number of laws requires a comprehensive approach to your anti-bribery/ anticorruption (ABAC) training. Core ABAC training, by nature, needs to address an expansive topic list, and it needs to be targeted to audiences as diverse as sales and marketing, medical affairs, regulatory, logistics, and manufacturing. Once that core training is launched, the audiences that represent the highest risk (i.e., sales and marketing), and the topics that present the greatest risks to those audiences, (e.g., third-party red flags) need to be identified. For example, deploying a smaller module on "recognizing and reducing third-party red flags," to the sales and marketing audience after the broader ABAC module is completed, reduces risk for the one audience that has direct contact with third-party intermediaries.

Micro-learning doesn't have to end with mini-modules. Employees are seeking information and training differently than they did back in those PowerPoint-driven years. Tools such as infographics and scenario-based video sequences offer more opportunity to make focused learning stick, especially when spaced appropriately across a learner's timeline and blended with other learning components. In addition, reinforcement doesn't end with training. Apps offer an ideal method for delivering "just-in-time" reference content where the employees need it most – in the field and at their fingertips. In this case, offering access to a list of red flags, and tips for how to identify them, would drive down the risk for that sales and marketing audience.

MAKE COMPLIANCE TRAINING STICK



10 TIPS for Creating a Better Live Compliance Training Session

- 1 ASSIGN PRE-WORK:**
So much to cover, and so little session time. Assigning pre-work, such as core modules covering the relevant laws, gives you time to focus on targeted concepts and applications.
- 2 MAKE IT RELATIVE:**
When repeating sessions for multiple audiences, customize the content to make it relevant for each group.
- 3 GET INTERACTIVE:**
Games are a fun way to engage your audience and make the training stick. Break large audiences into small groups.
- 4 INCLUDE QUESTIONS AND POLLING:**
Add devices or apps that track attendee feedback to give learners more context around their own behaviors and beliefs.
- 5 PIQUE THEIR CURIOSITY:**
Share interesting details about the industry, case studies, and settlements to make information relevant and keep the audience engaged.
- 6 CREATE A LITTLE MYSTERY:**
Start your presentation with an unresolved scenario. Let the learners analyze that information to resolve the scenario individually or as a team.
- 7 SHARING IS CARING:**
Share examples of real-life situations related to your session material. True stories bring concepts to life.
- 8 A PICTURE IS WORTH 1,000 WORDS**
Don't overload your slides with text and bullet points. Use visual imagery depicting scenarios, with minimal text, to convey your message.
- 9 RELINQUISH CENTER STAGE**
Ask audience members to participate in the discussion and share their experiences. Reward their participation!
- 10 PRACTICE MAKES PERFECT**
Even SMEs need to practice. Train yourself to focus on the audience, not on the screen with the presentation materials.

MEDICAL DEVICE MOMENT

According to a recent study, the growth of the medical device industry in China is outpacing the pharmaceutical industry. In fact, medical device sales there are growing faster than the rest of the world. Taking into consideration the fact that China has long been a hotspot for anticorruption enforcement in the pharmaceutical space, don't be surprised if the investigatory eye now turns to medical device.



Also on the anticorruption front, the Department of Justice announced a partnership between its Healthcare Fraud Unit and the FCPA prosecutor's office. They will work together to investigate cases involving FCPA healthcare violations. The growth of the medical device industry in China and the renewed focus on the FCPA point to a critical need for medical device companies to reassess their global anticorruption training.

Anticorruption training needs to be deployed to anyone whose work is affected by the various laws, including third-party vendors who represent the company's interests abroad. In addition, the growing list of global laws can be confusing and tricky. Similarities across laws should be addressed holistically, but differences between the laws need to be stressed to reduce risk.

Finally, anticorruption training should never be considered a "one and done" event. Learning sprints, microlearning, and on-going assessments deployed in continuous follow up to core training raise the level of engagement, change behavior, and reduce the risk of violation more effectively across the company.