



www.orbeesmedical.com

Fremont, CA

Sample Case Study : Sales training program

Sample Case Study : Sales training program

Problem Statement

- Our client, a leading player in the cardiovascular space, is foraying into the peripheral vascular space with a state-of-the-art interventional device for Peripheral Artery disease.
- As a part of the product launch, they wanted us to prepare the Sales Training Material that will be used to train their new team of European and U.S. Sales Reps.

Orbees Approach

- Orbees devised a comprehensive training program, making sure that the Sales Reps will be exposed to pertinent and necessary material that will enable them to have an efficient sales conversation with physicians while on the field.
- The entire information is bundled into various modules which broadly cover the Disease, Treatment Options and Product Specifics.
- The content was reviewed by in-house physicians, consultant neuro-physicians, and language review experts in that order so as to ensure that Sales Reps will only have to read the most relevant information.
- The content was delivered to the client in both PowerPoint and electronic formats. The content was designed so as to have minimal text and optimal amount of graphics and audio-visuals to enhance learning as well as to hold the interest of sales reps throughout the course.

Outcomes

- Orbees became an integral part of the client organization's training program, right from developing the content, preparing the training schedules, enabling online learning etc.
- In the process, Orbees developed a web based Learning Management System. Orbees also developed distinct web-based applications for the system which can be accessed by the Sales Reps from any internet connected device.
- Orbees further helped the client in developing the classroom training program, and the e-learning training calendar. Orbees was also part of the execution of the classroom training program.

Orbees Deliverables

Orbees Training Program – Classroom training module

5.1.1 Introduction

Intracranial Atherosclerotic Disease (ICAD)

- Atherosclerotic stenosis of the large intracranial vessels is called ICAD.

Symptomatic ICAD

Symptoms include:

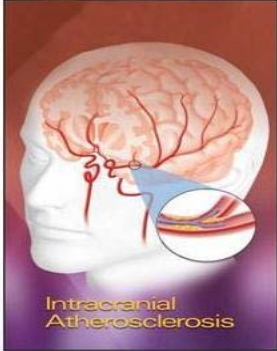
- Facial weakness or droop
- Arm or leg weakness
- Slurred speech etc.

Asymptomatic ICAD

- No symptoms
- Generally diagnosed accidentally.

The estimated prevalence of ICAD worldwide is 20 to 40 persons per 100,000.²

Key Fact: ICAD accounts for about 8–10% of all ischemic stroke cases in the U.S.³



References: 1. Image - http://msa.net/pkxits.com/members_online/members/uewitem.asp?Item=BOSS&catalog=GEN&Item=26&at=NSA
2. Qureshi, et al. Annals of Neurology 2009;67:700-708 3. <http://www.medscape.com/viewarticle/739749>

Orbees LMS Features

Application Level Features

- 24/7 web and mobile access to the Training Program
- Minimal Learning Curve
- "How To Use" guides
- Ability to create, assign, track and monitor the progress of Training Programs with minimal effort

User Level Features

- Interactive Content
- Search
- Quiz
- Frequently Asked Questions
- Personal Library
- Sticky Notes
- Share content
- Easy to find Parent Sources
- Compendium of Important Articles

Orbees LMS – Home Page Screenshot

Orbees Training Program – Classroom training module

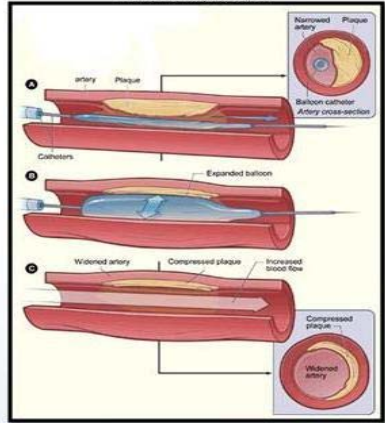
5.3.2 Endovascular treatment

Balloon angioplasty

Angioplasty - A technique of mechanically widening a narrowed or obstructed blood vessel, typically as a result of atherosclerosis.

Procedure:

- A small flexible microballoon catheter is inserted in to the occluded vascular territory.
- The balloon is inflated at the site of occlusion, which pushes the stenosis towards the vessel wall, thus restoring the blood flow.



Indications²

- Refractory to medical therapy
- Accessible intracranial vessels with $\geq 50\%$ stenosis

References: 1. Image - <http://www.gdugearing.info/encyclopedia/A/angioplasty.html>
2. <http://stroke.ama-assn.org/cgi/content/full/33/3/391>

LMS - User Level Features

ABC Medical - Stroke Sales Training

Project: ABC Medical - Stroke Sales Training

Welcome David Lynch

Stroke Sales Training

Module 1 - Slide 9 of 9

Modules

- 1. Overview of Acute Ischemic Stroke
 - Introduction to Strokes
 - Introduction to Stroke
 - Ischemic Stroke
 - Hemorrhagic Stroke
 - Stroke Statistics
 - Epidemiology
 - Worldwide
 - Europe
 - Pathophysiology of an Ischemic Stroke
 - Ischemic Penumbra
 - Ischemic Cascade
 - Overview of Current Treatment Options
 - Timelines of Treatment
 - Patient Care Pathway

Key Events: A catheter is guided to the site of occlusion under fluoroscopic guidance in all endovascular procedures.

Product Safety and Efficacy: Stent based clot retrieval systems are at the forefront of devices in AIS space.

Patient Care Pathway:

```

    graph TD
      A[Symptoms of neurological deficits] --> B[Patient taken to Emergency department]
      B --> C[Check for the symptoms of ischemic stroke or TIA]
      C --> D[Evaluate Patient History]
      D --> E[Confirm symptoms by Brain Imaging]
      E --> F[Continue]
      
```

References: Additional Info

ABC Medical - Training Program - Stroke Sales Training © 2011