

Virtual training that **excites**

HINT: It's not about the technology

When having to go virtual don't get caught up in the tech. Keep sight of your training goals:



Equip site staff with what they need and want

Site staff want (and need!) to learn about the protocol and new therapy, build strong relationships with the trial sponsor and interact with their peers.* What they don't want is to have a 1-day meeting crammed into a 1-hour webinar.

*AXON survey of Principal Investigators in a range of therapeutic areas from the UK, USA, Spain and Germany



Build enthusiasm and commitment for the trial

What is the reason to believe behind your trial? Have you considered the 'so-what?' factor? Share this information in a meaningful way with an engaging speaker and clear key messages.



Inspire action and provide tools to get started

Practical training is essential for site staff to successfully execute the trial. Provide opportunities for reality and best practice sharing, action planning, collaboration and hands-on learning.



Confirm alignment and understanding on the way forward

Don't make assumptions. Ask questions, seek feedback, engage in a dialogue, and knowledge test. Most importantly, apply what you learn as a trial team during this process for continued success.

From trial start to finish, we elevate each communication touchpoint for successful trial completion.

We can turn your training challenge into an opportunity by elevating your approach to virtual education.

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