

Augmented Reality (AR) Salesforce Training Solution for Actelion Pharmaceuticals



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THE CHALLENGE:

Viscira was charged with creating an innovative digital learning solution to elevate Actelion's internal salesforce Phase II training "from memorizing to meaningful." The training program was required to incorporate disease education curriculum on PAH* that included both the effects of PAH on the heart and lungs and PAH drug classifications. The training solution also needed to deepen the learner's empathy and understanding of the patient journey for those suffering with PAH.

This unique augmented reality (AR) learning program was created for new sales representatives at Actelion who are participating in the initial training and onboarding process. Most of this audience was expected to have minimal previous knowledge of PAH or the pathophysiology of the disease. The previous curriculum was comprised of highly scientific written material that learners were required to read and memorize.

*Pulmonary arterial hypertension (PAH) is one form of a broader condition known as pulmonary hypertension, which means high blood pressure in the lungs.

Actelion wanted to take a new, fresh approach to training that would increase learning effectiveness. By integrating AR-based immersive technology into the curriculum, Viscira incorporated more contextually relevant information to help the new sales representatives gain a much better understanding of the disease and the core data versus simply memorizing the material.

THE SOLUTION:

Leveraging the Microsoft HoloLens, Viscira created an innovative, engaging AR program that includes 3D visuals of the pulmonary artery, heart, and lungs.

These visuals allow the user to go inside the body virtually and interact with 3D images of healthy, functioning organs to better understand how PAH impacts the cardiovascular system. Participants are able to examine a virtual patient, explore the anatomy, and ultimately learn about the pathophysiology of PAH through an immersive, hands-on experience.

By using this type of interactive solution, learners are able to view and interact with dynamic organs, as opposed to memorizing facts and viewing assets in static textbook format. In addition, the training instructor can view the imagery at the same time as participants, which allows the instructor to provide additional real-time commentary and education. This technique is used during Phase II of training to ensure that learners have retained the educational material from Phase I.

THE RESULTS:

The AR learning program was first deployed at a live training meeting and was measured by various testing activities. The solution was very positively received by the client and its salesforce. It was instrumental in driving the mastery of PAH disease education knowledge and skills.

Senior management at Actelion was so impressed that they requested various video excerpts from the program be inserted into their upcoming executive presentations. The company has plans for additional training sessions over the next several months, and quantitative metrics will be available soon.

In addition, Viscira developed an AR congress booth exhibit for the recent American Thoracic Society (ATS) Conference that was based on this training program, called *Go Beyond the Surface—An Inside Look at PAH*. The solution, an abbreviated version of the program utilizing key 3D elements such as the heart, was designed to help HCPs understand the importance of early diagnosis and treatment.

Actelion is now exploring bringing that booth exhibit to additional congress meetings in the EU and Israel and is also considering creating a patient version of the program.

SALES REPS' REACTIONS:

"Easy to work all functions. 3D diagrams look real. Easy to follow and very engaging."

"We have learned about the heart through text and PowerPoint. This was a much more interactive and dynamic instruction."

"I was better able to understand exactly how the heart functions and the stress put on the heart with PAH."

"It gave a very 'realistic' perspective on how the heart functions."

"It was a much better visual representation of the pathophysiology and structure of the heart."

"I'm a visual learner and seeing the 3D is pretty cool."

"It was helpful seeing the catheter being used rather than just imagining it."

"It reinforced the function of the heart and how it affects the left side of the heart."

"Helped me visualize the heart and lungs in 3D. The key concepts were explained in an easy-to-follow voice."

"Very informative, the explanation was clear and concise."

"It reinforced it because it was a visual representation of the reading."

"It re-emphasized the pathophysiology and what it actually looks like."

LEARN MORE

To learn more about Viscira's virtual and augmented reality programs, as well as other digital marketing solutions, please contact our Business Development team at sales@viscira.com.