

Alexion Pharmaceuticals Has Reimagined Meetings and Training with Mindtickle

ALEXION

Headquarters: Boston, Massachusetts

Founded: 1992

Company Size: 2,525

Industry: Pharmaceutical

“ I would hold up what we’ve done this year with Mindtickle against anything in the industry. ”



Jim Holmes
Senior Director, Global Medical Affairs,
Alexion

THE CHALLENGE



For nearly 30 years, Alexion Pharmaceutical has delivered immunoregulatory drugs for the treatment of rare autoimmune and cardiovascular diseases. The important role Alexion's drugs serve requires in-depth knowledge for their salespeople and the medical community they serve, so training is a priority.

But they had a problem—their training was far from perfect. According to their team, mounds of information was dumped on people all at once, and it was up to them to wade through it. And most of the time, they didn't.

In fact, a lot of the training traditionally created for international pharmaceutical congresses went unread. Their teams would work to create documents that were 80-100 pages that no one ever saw. Alexion knew they needed a new method to deliver this information more effectively.

THE SOLUTION



Alexion was looking to completely transform their training into a self-paced program that could be broken into a continuum of easily digestible micro-learning modules, as opposed to just dumping everything on their employees at once.

After reviewing their options, Alexion reached out to Mindtickle for help. To test the value of Mindtickle for their organization, they decided to pilot the platform to help them prepare for the MSVirtual Congress in September of 2020.

Working with Mindtickle's Content as a Service (CaaS) team, they were able to reimagine the content they delivered to Congress attendees, and they saw a difference right away.

KEY RESULTS

Content consumption at the MSVirtual Congress improved from 5% of attendees up to 50%

Saved more than 40% of the development cost for their conference

The data presented in Mindtickle was not only valuable for congresses, but it could also be repurposed for other applications

Had more effective pre- and post-meeting materials

Improved onboarding experience

Recognition by peers across the industry

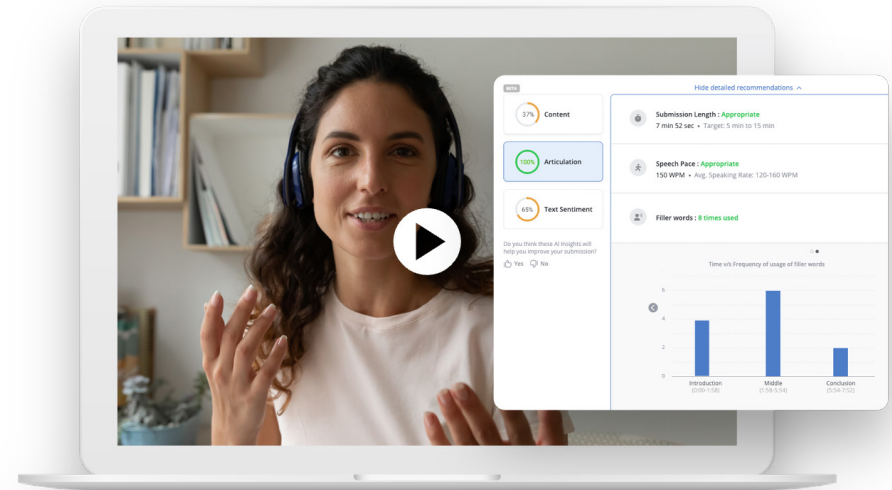
Helping Alexion reimagine meetings and congresses

After piloting Mindtickle for their MSVirtual Congress, Alexion was sold. After that, Mindtickle began to help Alexion rethink how their global team meetings would take place.

For their next meeting, they used Mindtickle to create a series of pre-work, and then met virtually instead of on-site. This approach didn't just save the time and expense of flying the team to a single location for a meeting, but also made it easier and convenient for participants to learn. Instead of trying to digest all of the information when they were together on-site, they looked at the pre-work beforehand and had a chance to process the information.

The team agreed the approach was much better than the learning they'd done before. They didn't have to leave their families and learned what they needed to know on a timely basis. The team had asked to take this approach with every meeting, even post-COVID.

Doing pre-work gave Alexion employees a chance to process the necessary information before meeting.



“ The fact that they're asking me to present at meetings and conferences speaks volumes about how Mindtickle is transforming how we do business. ”

Jim Holmes
Senior Director, Global Medical Affairs, Alexion

Reimagining onboarding and other plans

Alexion is also working to replace their current onboarding with Mindtickle. Their team says that a big objective is to make the onboarding process more consistent across geographies. They've been working on breaking up existing onboarding programs into smaller, more digestible modules that can be used globally instead of being different for each region.

For the first time, Alexion is developing a completely new learning system for their coagulation therapeutic area. This is also the first one they've completely redesigned specifically to be delivered in Mindtickle.

Alexion has big plans for the platform. It's currently used across several US and international teams, but they're working to make it the standard training platform across all of Alexion. They're also in the process of implementing new training using Mindtickle Quests to cement learning with spaced reinforcement, and Mindtickle Missions to help colleagues practice and perfect their messages prior to their live interactions.

Using Mindtickle, Alexion breaks up existing onboarding programs into smaller, more digestible modules.



ALEXION SNAPSHOT

- * Alexion develops and commercializes immunoregulatory drugs for the treatment of autoimmune and cardiovascular diseases
- * For nearly 30 years, the company has been committed to transforming the lives of patients with rare and devastating diseases
- * They recently began using Mindtickle to streamline training and onboarding programs

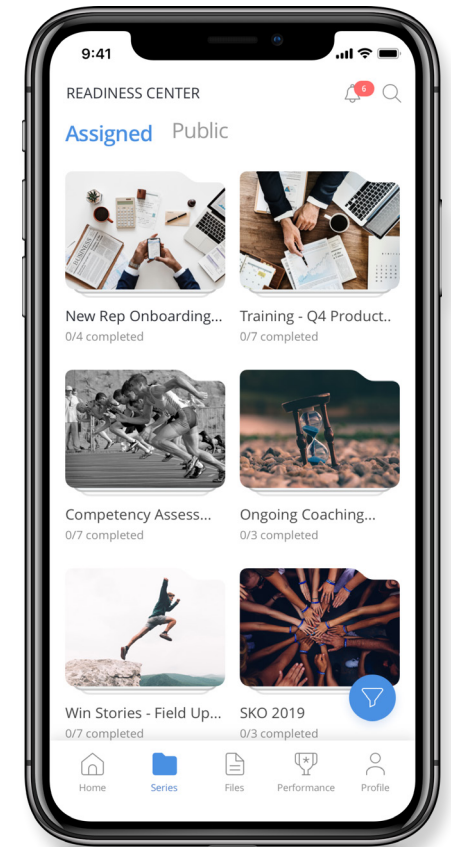
Mindtickle: part of the Alexion team

The team at Alexion says that Mindtickle has been an invaluable resource in their recent success. As their Senior Director of Global Medical Affairs has said, the results they've achieved have been a team effort, and he considers Mindtickle to be part of the team.

Alexion set out with a goal in 2020 to transform learning within their organization. Alexion credits their Mindtickle account team with helping them achieve that goal. The Alexion team is looking forward to what Alexion and Mindtickle will continue to achieve together, and what's in store for the following year.

“ Our goal was to transform learning at Alexion in 2020, and we couldn't have done that without our Mindtickle account team. ”

Jim Holmes, Senior Director, Global Medical Affairs, Alexion



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