



THE PROBLEM

Acrotech Biopharma Inc. was formed as a global platform to commercialize innovative proprietary medications. The company aims to launch scientifically advanced products to address unmet needs and deliver value to patients first, as well as all healthcare stakeholders.

Acrotech sought to enhance its existing comprehensive product information and technical training for its sales team. They aimed to introduce engaging methods and tools that would complement their current program by providing continuous reinforcement, helping reps retain crucial information more effectively.

THE SOLUTION: ETHOS

1. USER-FRIENDLY PLATFORM

Ethos provided an intuitive platform that allowed Acrotech admins to easily create and adjust training modules regardless of their tech expertise.

2. COMPREHENSIVE ANALYTICS

The platform's analytics provided baseline data on reps' comprehension through pre-assessments, uncovering knowledge gaps. Using these insights, the team crafted targeted training and assessed comprehension again with post-assessments to ensure effectiveness.

3. ENGAGING AND INTERACTIVE MODULES

Ethos's bite-sized modules made learning an engaging and manageable experience that could fit into reps' daily schedules. The platform's interactive nature ensured that employees could quickly access and absorb critical information.

FINDINGS AND OUTCOMES

1. ENHANCED LEARNING CULTURE



The concise, interactive modules fostered a robust learning culture, making training sessions more engaging and effective.

2. REAL-TIME ENGAGEMENT

During the last national POA meeting, reps took quizzes on their phones after workshops. Immediate feedback allowed for sessions to be more interactive and reinforce learning in an engaging way.



3. MEASURABLE IMPROVEMENT



Through continuous, iterative, and targeted training, Acrotech boosted their knowledge retention scores from an already impressive 87% average to an outstanding 92%.

“Ethos’s insights and analytics have been game-changing for our sales force. They help us identify where we are aligned in our clinical, product, and competitive knowledge, as well as where the gaps lie. This level of clarity is something we’ve consistently needed and valued.”



LEE SNYDER

Senior Director of Learning and Development at **Acrotech**

