

CLIENT PROFILE



AstraZeneca is a major international healthcare business engaged in the research, development, manufacture and marketing of ethical (prescription) pharmaceuticals and the supply of healthcare services. It is one of the top five pharmaceutical companies in the world with healthcare sales of over \$15.8 Bn, and leading positions in sales of gastrointestinal, oncology, anesthesia (including pain management), cardiovascular, central nervous system (CNS) and respiratory products. It employs over 50,000 people ranging in scientific abilities from non-scientists to those with M.D.s and Ph.D.s. Employees work in various phases of the drug discovery and development pipeline that range from bench to patient bedside.

THE CHALLENGE

AstraZeneca needed a consistent and efficient method for training 4000 clinical research associates, located on three continents. It had large amounts of scientific content that it used previously for training purposes. Some of the material was outdated, or in a format such as a CD or bound hard copy that made updating very difficult. There was also a lot of redundant and overlapping content that was derived from several pre-merger sources. These materials were used mostly in a classroom format in which student tracking and testing were inadequate.

THE GENE ED SOLUTION

GeneEd created over 400 hours of e-learning course content for AstraZeneca in six major therapeutic areas, encompassing over 30 disease states. Using scientific consultants and collaborative intelligent storyboarding, GeneEd filled in knowledge gaps, discarded redundant information, and converted static content to dynamic e-learning courseware deployable over the Internet and/or corporate Intranet.