Increasing Effective Product Training and Education in the Medical Device Space by Examining Adult Learning Methodologies, Measuring End-User Retention and Maximizing Cost Savings through the Utilization of Advanced Educational Technologies

PROGRAM OVERVIEW:

Medical device companies face unique challenges when training and educating physicians and healthcare professionals on their products. Clinical trainers and educators take on the difficult role of educating end-users on specific scientific, clinical, technical and procedural information surrounding a medical device technology. We will explore forward thinking methodologies for your clinical training and education platform. Leading companies throughout the industry will highlight their best practices in maximizing effective product training.

Through workshop formatted presentations, in-depth breakout sessions and real-time case studies, this meeting will take an inclusive look into the challenges clinical trainers face when educating physicians, nurses and other healthcare professionals. Whether you are training end-users on existing products or new state of the art technologies, the development of an education program that incorporates e-Learning, mobile learning, simulation technologies, virtual and interactive learning tools, as well as cost-effective methods for distant learning will be discussed. In addition, thought leaders will address key learning tools and methodologies that provide adult learning techniques that reach a variety of end-users, as well as techniques to measure information retention.

In summary, this conference will provide attendees with the opportunity to openly discuss their challenges with fellow industry colleagues in relation to the training and education of healthcare professionals on clinical and procedural knowledge of medical device products. The many networking opportunities provided throughout the two-day meeting will allow for an ideal setting and exchange of information and best practices.

DISTINGUISHED PRESENTERS INCLUDE

Evelyn Collazo
Senior Director Professional Affairs and Clinical Education
COVIDIEN VASCULAR THERAPIES

Laurie Voshage-Fischer
Senior Director, Clinical Education and Training
ST. JUDE MEDICAL

Chimeren Peerbhai
Senior Web Content Analyst
ST. JUDE MEDICAL

Carl Wooten
President and CEO
VERTICAL PERFORMANCE PARTNERS

Chris Bickel
Director, Global Surgical Education
CR BARD

Lynne Hicks
Manager, Global Curriculum Design and Development
AMERICAN MEDICAL SYSTEMS

Jim Brennan
Vice President Business Development
MEDICAL SIMULATION CORPORATION

Nicole Liffrig Molife
Associate
ARNOLD & PORTER LLP

Lynn Puhr
Global QRM Instructional Designer
GE HEALTHCARE

Cynthia Lenahan
Director of Training
EDWARDS LIFESCIENCES

Barbara Reeder
Critical Care Director
NXSTAGE MEDICAL

Nick Payne
Vice President, Global Education
SIEMENS HEALTHCARE

Joe Saturnino
Senior Instructional Media Developer
CARIDIANBCT

Jesse Weinberger
CEO
GLOBALCASTMD

Diane Gressley
Modality Programs Manager
PHILIPS HEALTHCARE

Bill Magagna
Director, Educational Solutions
SIEMENS HEALTHCARE

Darla Williams, Ph.D.
Learning Development Manager
ZIMMER, INC.

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DAY ONE / THURSDAY, MARCH 8

7:30 REGISTRATION & CONTINENTAL BREAKFAST
8:15 CHAIRPERSON’S OPENING REMARKS
8:20 IPAD OVERVIEW

8:30 EXPLORING EFFECTIVE ADULT LEARNING METHODOLOGIES AND CHARACTERISTICS

To be a successful educator to their end-users, clinical trainers must be aware of the many learning characteristics of adults. The use of incorporating Adult Learning theory into clinical training programs has proven success across the medical device industry and is vital for trainers to grasp in order to instruct those best on the use of a medical device. Adults are self-directed, goal-oriented, practical and they must find relevance in what is being taught to them in order for them to engage in the learning process. This session will highlight the characteristics of adult learning methodologies and explore the effectiveness that can be reached when applied to training physicians, surgeons, nurses and other healthcare professionals on the use of a medical device.

• Utilize the clinical knowledge and life experiences of end-users during training
• Break down barriers that interfere with end-user ability to learn
• Motivating and reinforcing the adult learner

Lynne Hicks, Manager, Global Curriculum Design and Development

AMERICAN MEDICAL SYSTEMS

9:20 INTEGRATING ACCELERATED LEARNING TECHNIQUES INTO PRODUCT TRAINING TO ACHIEVE FASTER RESULTS

In an industry where results are needed faster, clinical training time can be limited and customers are becoming more demanding, it is vital for educators to incorporate creative training methods into their classroom to maximize the learning experience. Accelerated learning has become a buzz word in the corporate world as a way to speed up and enhance the learning process; however, few training platforms have proven to yield results. Using a program that has been successfully introduced, we will look at a case study of how the benefits of accelerated learning have been applied, the challenges along the way and the overall achievements.

• Training methods and tools used in accelerated learning
• How accelerated learning will change the face of HCP education in the future

Implementing accelerated learning into product training strategy

Cynthia Lenahan, Director of Training

EDWARDS LIFESCIENCES

10:10 COFFEE & NETWORKING BREAK

10:30 ADJUSTING, RE-INVENTING AND CREATING A PRODUCT TRAINING PROGRAM FROM THE GROUND-UP

A sound clinical training program is critical in providing premier customer support and maintaining a competitive advantage in today’s ever changing medtech market place. It is vital that training professionals to regularly re-evaluate product training programs and if necessary, re-design from the ground up to successfully diagnose problems, recognize opportunities, and adapt to technology as needed. Regardless of company size, training professionals face a daunting challenge in leading change and re-designing clinical training practices for their clientele. This rich case study will highlight the opportunity for adjustment, re-invention and creation of a product training program with every new product that comes to market.

• Apply best practices and trial and error experiences into new training models
• Managing the collaboration between the Product Division and Selling Division to produce a world-class training program
• Incorporate virtual and interactive education into clinical training programs

Laurie Voshage-Fischer, Senior Director, Clinical Training and Education

ST. JUDE MEDICAL

11:20 CREATIVE STRATEGIES FOR LIFELONG LEARNING AND CLINICAL TRAINING EFFECTIVENESS

Principles in adult education have matured into a foundation of best practices rooted in the Practitioner’s systematic approach to instructional design. Growth in technology, particularly in the development and delivery domains continues at an exponential rate, while at the same time, competitive and fiscal pressures increase. Cost, value, efficiency, and revenue generation impact the training and education space. Principles of Adult Education are like DNA. Educational strategies change over time due to technology and fiscal pressures, but successful strategies all contain the same basic elements. Innovation in education requires consistent integration of technology and proven methodologies to remain competitive. Education within the Medical Device industry has long roots in the Train the Trainer model for Customer Education. Unfortunately, this model will not sustain the challenges of future education in regard to the complexity of the instrumentation, software, fiscal pressures and the pace of ongoing changes in innovation. During this presentation you will learn how the creative integration of technology and adult learning principles deliver both fiscal efficiencies and learning effectiveness to the education paradigm for the Medical Device Industry. Additionally, you will see how education can transcend beyond an event based activity model and become a lifelong education support strategy.

Nick Payne, Vice President, Global Education, SIEMENS HEALTHCARE

Bill Magagna, Director, Educational Solutions, SIEMENS HEALTHCARE

12:10 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:30 PANEL DISCUSSION: HOW LONG IS TOO LONG? DEVELOPING SELF-SUFFICIENT CONTINUED EDUCATION PROGRAMS FOR HOSPITALS

Field clinical trainers are often on the go, traveling to numerous hospital locations and transferring product knowledge and education to physicians, surgeons, nurses and other healthcare professionals. However, clinical trainers are usually required to make more than one visit when training a large amount of end-users within a hospital setting. Rather than returning to train newly hired staff, many medical device companies are working closely with hospitals to establish internal continuing education programs that allow hospitals to become educationally independent post the initial clinical training event. This panel discussion will showcase best practices and strategies for convincing hospitals of the value in implementing internal continued education programs as well as highlight the time and cost savings that can directly follow.

MODERATOR: Carl Wooten, VERTICAL PERFORMANCE PARTNERS

PANELISTS:
Barbara Reeder
Laurie Voshage-Fischer
Chimeren Peerbhai
NXSTAGE MEDICAL
ST. JUDE MEDICAL
ST. JUDE MEDICAL

2:20 EVALUATING LEARNING MANAGEMENT SYSTEMS THROUGH eLEARNING AND WEB 2.0 APPLICATIONS

Learning Management Systems through e-Learning and web 2.0 applications has significantly advanced clinical training through the use of webinars, podcasts, computer software, social and other network-enabled sites that allow the transfer of product knowledge and technical skills. With all that e-Learning has to offer, there are a number of questions that arise when introducing the technology into traditional training programs. Focusing on solutions of numerous topics ranging from the formation of a LMS from the ground-up, data control, regulatory and compliance concerns, all the way to the many factors to consider when managing and maintaining system content will be addressed.

• Benchmark the progress of e-Learning within the medtech industry
• Ensure clinical training consistency through the use of web 2.0 applications
• Focusing on the best LMS practices for your company

Lynn Puhr, Global QRM Instructional Designer, GE HEALTHCARE

3:10 COFFEE & NETWORKING BREAK

3:30 IMPLEMENTING MOBILE LEARNING APPLICATIONS INTO CLINICAL TRAINING PLATFORMS

Mobile Learning has become an innovative tool for clinical trainers to refer to when they are traveling and on the go. Mobile applications are now being created for tablets and smart phones, allowing portable, personal, interactive and exciting learning. mLearning applications provide visual simulation reviews, as well as direct communication and feedback from other application users. Clinical trainers can now stay connected easily with the end-user post training event and continue to answer questions that are pending regarding the technical and clinical aspect of a medical device. Through evaluation of mLearning technology, attendees will understand how to best implement the training portion of the medical training platform for optimal learning, easier communication, convenience and accessibility from around the globe.

• mLearning for: Blackberry, iPhone, iPad, etc.
• Review of mLearning options that are currently available
• Tips for overcoming training challenges with distance learning

Joe Saturnino, Senior Instructional Media Developer, CARDIANBCT

4:20 MAXIMIZING EDUCATION AND COST SAVINGS THROUGH UTILIZATION OF SIMULATION TRAINING

The medtech industry understands that the insurance and safety concerns of conducting live clinical training on a patient are significantly high. Therefore the utilization of simulation based tools has become all the more prevalent amongst industry training programs, allowing clinical trainers to educate their end-users with hands-on experience in realistic scenarios. Not only does simulation training allow it’s users an unlimited amount of practice, but it creates a safe environment to garner knowledge and gain confidence in the use of a particular medical device product.

• Review of the overall value of clinical simulation based tools
• Tools to capture the interest of the end-user through hands-on training
• Incorporating simulation based tools into existing training programs

Jim Brennan, VP Business Development
MEDICAL SIMULATION CORPORATION

5:10 CLOSING REMARKS AND DAY ONE CONCLUSION

5:15 OUTDOOR COCKTAIL HOUR: SACHEM TERRACE

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7:30  REGISTRATION & CONTINENTAL BREAKFAST

7:55  CHAIRPERSON’S OPENING REMARKS

8:00  METRICS: MEASURING EFFECTIVENESS OF TRAINING ON THE END-USER

To determine success is being met during clinical training, companies must implement methods for measuring the end-user’s retention of clinical, technical and procedural information after clinical training takes place. Many companies within the medtech industry have implemented strategic testing methods into their clinical training modules in order to determine if the customer is fully satisfied with the program. In addition, many companies have implemented programs for tracking metrics to help determine the effectiveness of the training curriculum through adoption of new products and techniques. Focusing on one company’s success, this session will provide solutions for measuring end-user information post clinical training; allowing clinical trainers to review algorithms for strategic metrics that will better determine clinical training effectiveness.

• Techniques for measuring end-user retention post training
• Tackling questions of measurement to ensure clinical training success
• Review of algorithms to determine training effectiveness

Chris Bickel, Director, Global Surgical Education

CR BARD

8:50  WORKING WITHIN A BUDGET: APPROPRIATE SPENDING FOR CLINICAL TRAINING PROGRAMS IN TODAY’S ECONOMIC ENVIRONMENT

In today’s economic environment where many companies have to consolidate their business, clinical training programs are faced with having to do “more with less” while still achieving the same or better learning results. Working within the budget that is given to clinical trainers can be a considerable challenge within the current post-recession business environment, therefore leadership buy-in and the fight for resources is vital for maintaining a high-level clinical training program. The many factors that go into determining appropriate spending for any size company will be reviewed and solutions will be shared on how to ensure clinical training programs continue their success in respect to budget constraints.

• Factors to consider when determining budget spending
• Doing “more with less” while still maintaining successful learning results
• Setting the appropriate budget for current and future clinical training program needs

Evelyn Collazo, Senior Director Professional Affairs and Clinical Education

COVIVIDIAN VASCULAR THERAPIES

9:40  COFFEE & NETWORKING BREAK

10:00  DRAMATICALLY LOWERING CLINICAL TRAINING COSTS BY USING “BIG DATA” IN A VIRTUAL ENVIRONMENT

Developing a clinical training program, then attempting to prove ROI presupposes that the ROI metrics are based in reality. Attempting to “prove” causality in a learning environment can often be challenging, especially when learning outcomes are based largely on post-training assessments. By contrast, training within an immersive, closed, virtual environment provides a massive “data exhaust” which removes the need for live lecture training, and extends the life of educational training by producing self-sufficient institutions and students. This “Big Data” acts as a contrast and support in analysis for other existing data such as end-user feedback and assessment results, while ultimately resulting in improved outcomes and lowered costs.

• Cost & feature benefits of training within an immersive virtual environment
• Understanding Big Data in the context of analysis of learning programs
• Making program adjustments based on resulting Big Data analyses

Jesse Weinberger, CEO

GLOBALCASTMD

10:50  INCORPORATING END-USER FEEDBACK TO ESTABLISH A STRONGER CLINICAL TRAINING PROGRAM

Many clinical trainers would argue that customers rarely remember how smooth the initial sale of the product went; instead, they remember whether or not the clinical education and hands-on demonstration of the medical device was informative and transferred the necessary knowledge of the product effectively. Customer satisfaction with clinical training is vital in order to have a competitive advantage within the medtech industry, because ultimately any company can produce a better and more advanced device, it’s how they transfer their clinical knowledge that is key. Through discussion, this session will demonstrate one successful company’s best practices in incorporating end-user feedback to establish a stronger clinical training program and ultimately improve their relationships for future business.

• The importance of clinical education and its impact on the consumer
• Utilizing end-user feedback to create relevant and stronger clinical education
• Techniques for measuring customer satisfaction of clinical training programs

Diane Gressley, Modality Programs Manager

PHILIPS HEALTHCARE
UPCOMING Q1 EVENTS:

PHARMACEUTICAL SALES TRAINING & DEVELOPMENT CONFERENCE
ATLANTA, GA
MARCH 19-20, 2012

LIFE SCIENCE CIO FORUM
PHOENIX, AZ
MARCH 22-24, 2012

MAXIMIZING CLINICAL OPERATIONS IN PHASE I-III STUDIES
CHICAGO, IL
MARCH 29-30, 2012

LIFE SCIENCE SALES TRAINING & DEVELOPMENT IN LATIN AMERICA
MIAMI, FL
MAY 7-8, 2012

THIRD ANNUAL EUROPEAN DEVICE & DIAGNOSTIC SALES TRAINING CONFERENCE
BERLIN, GERMANY
MAY 14-15, 2012

MEDICAL DEVICE PR & CORPORATE COMMUNICATIONS CONFERENCE
CHICAGO, IL
MAY 14-15, 2012

SECOND ANNUAL EUROPEAN DEVICE & DIAGNOSTIC CLINICAL TRAINING & EDUCATION CONFERENCE
BERLIN, GERMANY
JUNE 25-26, 2012

SECOND ANNUAL LIFE SCIENCE LICENSING & ALLIANCE MANAGEMENT
BAY AREA, CA
JULY 19-20, 2012

SECOND ANNUAL PHARMACEUTICAL & MEDICAL DEVICE TALENT MANAGEMENT CONFERENCE
CHICAGO, IL
FALL 2012

PREVIOUS ATTENDEES INCLUDE:

Customer Support & Global Training, ABBOTT DIAGNOSTICS
Field Technical Specialist II, ABBOTT DIAGNOSTICS
Counsel, ARNOLD & PORTER LLP
Director, Global Training, BARD ELECTROPHYSIOLOGY
Manager, Sales Training & Development, BARD MEDICAL
Manager, Professional Education, BAXANO
Clinical Education Manager, BIODEX MEDICAL SYSTEMS, INC.
Director, Marketing & Education, BIOMET ORTHOPEDICS, INC.
Education & Training Manager, BIOSENSE WEBSTER
World Wide Science Manager, BIOSENSE WEBSTER
Director, Education and Training, BIMETRONIK
Senior Medical Director, BOSTON SCIENTIFIC
Manager of Sales Training, BOSTON SCIENTIFIC
Learning & Development Manager, CARIDIAN BCT
Professional Education Manager, CODMAN
Sales Trainer, COLOPLAST
Global Director, Clinical Education, COVIDEN
Surgical Education Regional Manager, CR BARD
Director, Training & Improvement, EDWARDS LIFESCIENCES
Professional Education Manager, ETHICON ENDO-SURGERY
Director of Professional Education, ETHICON ENDO-SURGERY
Physician Education Specialist, EV3
Manager, Physician Education and Development, EV3
Manager of Surgeon Education Programs, GYRUS ACMI
Senior Director of Clinical Marketing, HANSEN MEDICAL, INC.
Director, Cytology Applications Specialist, HOLOGIC
Senior Manager Clinical Affairs, LIFESCAN, J&J
Global Training Manager, MICROLINE SURGICAL
Senior Manager, Clinical Education, MIRUS ENDOVASCULAR
Manager of Clinical Education & Training, NXSTAGE MEDICAL
Manager, Global Education & Training, PHILIPS HEALTHCARE
Cardiac Training & Education Manager, PHILIPS HEALTHCARE
WHC, Training & Education Manager, PHILIPS ULTRASOUND
Director of Surgery, RAINBOW BABIES & CHILDREN’S HOSPITAL
VP, Global Education, SIEMENS HEALTHCARE
Director of Clinical Education, SIEMENS HEALTHCARE
VP, Strategic Product Planning, ST. JUDE MEDICAL
Senior Director, Clinical Education, ST. JUDE MEDICAL
Director of Training, SYSMEX
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CEO & President, UNIVERSAL VENDOR SERVICES, LLC
Global Manager of Standards, VARIAN MEDICAL SYSTEMS
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Associate Director of Medical Education, ZIMMER SPINE
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