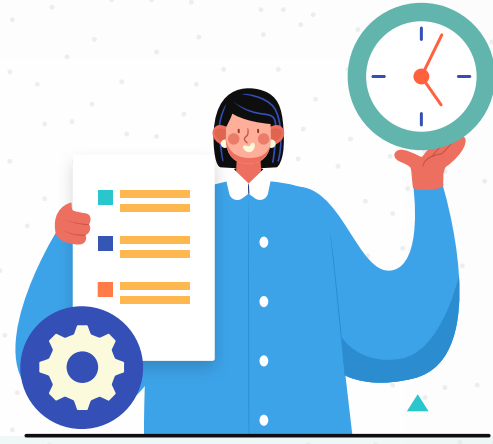




7 Blended Training Best Practices For Pharma Professionals



Combining traditional and online instruction, blended learning offers a powerful approach to optimize pharmaceutical training. Below, we outline how to leverage this approach for **effective learning in the pharmaceutical industry:**



Timely Delivery Of Training Materials

Scheduled Updates: Regularly update online content and hold in-person seminars to explore the changing pharmaceutical landscape.

Example: In a pharmaceutical marketing course, online modules can cover advertising rules, and face-to-face sessions can include case studies.

Balanced Learning Approach: Balancing in-person and online learning to accommodate the hectic schedules of pharma professionals.

Example: A clinical trial management program can teach protocol design online and trial execution in-person.



Efficient Time Management For Pharma Professionals



Pre-Class Surveys: Gather feedback through online surveys to tailor in-person and online instruction based on learners' familiarity and needs.

Example: Clinical learners can provide input to more in-depth online lectures on clinical trial design.

Personalized Learning Via Feedback Integration

Recap Sessions: Summarize online content during in-person sessions to reinforce key concepts and facilitate discussion.

Example: Pharma quality assurance programs can include online and in-person quality control training.



Reinforcing Knowledge In Refresher Sessions



Featured Speakers: Arrange subject matter experts from the pharmaceutical industry to provide online talks and participate in in-person discussions.

Example: A regulatory compliance course may include virtual expert-led sessions and in-person Q&As for overall learning.

Pharma Industry Subject Matter Experts

Industry Updates: Incorporate a dedicated segment for current industry news and updates in online and in-person components.

Example: Pharmaceutical compliance courses can use in-person meetings to discuss online news on the latest regulatory developments.



Ongoing Pharma Industry Updates



Peer Learning: Promote online collaborative problem-solving for peer learning, followed by in-depth analysis and reflection during in-person meetings.

Example: Participants in a pharmaceutical clinical trial design course can solve challenges online and receive feedback in-person.

Peer Learning And Group Projects