



products & services 
 site map 

3rd Annual Pharmaceutical eLearning

the event

- event overview
- speakers
- sponsors
- organisers
- who should attend
- contact info
- travel info

event control

- pricing & registration
- more information
- request a brochure
- call me back
- email updates
- send to a colleague
- bookmark this page

opportunities

- media partnerships
- press
- sponsorship
- speaking
- documentation
- open contracts

Event Date: 22-23 March 2004

Location: Philadelphia, PA, USA

Key Speakers

Key Topics

- Overcoming challenges associated with training in a highly regulated environment
- Strategies in tailoring elearning programs to suit audience needs
- Examining the impact of elearning on overall training spend
- Utilization of elearning for SOP training
- Tactics in the deployment of elearning programs within clinical divisions

Event Summary

CONFERENCE FOCUS:

All pharmaceutical companies are in the processes of implementing and continuing to grow out their elearning initiatives, especially in the clinical, regulatory and R&D processes. The technology allows for remote access to training and certification, collaboration and meetings, eliminating the need for unnecessary travel – thus benefiting organizations on a myriad of levels. Recent analysts have noted that the rationale for training moving to online mediums is similar to the way that businesses began outsourcing ten years ago. It isn't that elearning is necessarily better or more effective; rather that it is faster, cheaper and more easily measured. Gartner has gone so far as to project that the global elearning marketplace will grow from \$2.1 billion in 2001 to \$33.6 billion in 2005, nearly a 100% compound annual growth. ELearning is clearly here to stay; it is an effective method to train and re-skill workers, as well as an effective way to deploy new product and services to sales and marketing teams. As it is a very auditable training method, it is also extremely valuable in audit situations.

Through a narrowly focused approach to the needs of pharmaceutical organizations, this unique conference program is tailored to surpass the information needs of those in attendance. Examining the potential of elearning internally, for compliance, clinical, R&D as well as sales and marketing teams will equip organizations with a plan for successfully implementing elearning tactics. Case studies, round table discussions and panel sessions led by industry authorities will address not only technical barriers and user adoption, but also internal barriers to the use of online learning.

KEY TOPICS TO BE ADDRESSED INCLUDE:

- Utilization of elearning within business units including clinical development, R&D and compliance
- Targeting elearning modules to suit audience needs, requirements and levels of understanding
- Development of online communities and portals to enhance online learning
- Strategies in the use of elearning for competency based training and employee development
- Realizing the impact of elearning on overall training spend
- Ensuring the ongoing utilization and growth of elearning programs through executive support
- ELearning in clinical trials: consent processes, accelerating recruitment and

"Streamline training and employee growth within drug development, manufacturing and sales teams."

Apply elearning strategies used for sales and marketing into compliance, R&D and manufacturing teams - thus enabling informal knowledge share for maximized information retention.



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[TOP ^](#)

retention

- Tools to integrate public LMS with proprietary courseware
- Documentation training in-line with 21 CFR Part 11 regulations
- Automated training in the R&D world: Utilization of sales and marketing training tactics
- Metrics and the development of KPI's to accurately measure online learning
- Blended approaches to reinforce online training and development
- Synchronous and Asynchronous learning, and the impact on the overall industry
- Teaching soft skills through the use of online learning

Event Speakers

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[TOP ^](#)

- Dr. Nancy Grey**, Director, Pharmaceutical Regulatory Education, PFIZER.
- Roxanne Perdue**, Training Manager, Human Performance Training, AMGEN.
- Don Kraft**, Senior Manager, Learning & Development, GENENTECH.
- Gwen Burbank**, Training Learning & Communications Manager, ASTRAZENECA.
- Mani Chidambaram**, Director, Learning & Development, SCHWARZ PHARMA.
- Gary G. Wise**, Director, Learning & Development, ROCHE DIAGNOSTICS CORPORATION.
- Lydia Kara**, Manager, Learning & Development, NOVO NORDISK PHARMACEUTICALS.
- Armen Papshev**, Web eLearning Manager, SCHERING-PLOUGH CORPORATION.
- Jacob Stahl**, Sr. Manager, Distance Learning, Sales Training & Development, PURDUE PHARMA.
- Eric Jacobs**, Global Branding and Strategy Partner, BOWNE GLOBAL SOLUTIONS.
- Bob Leman**, Global Account Manager, GLOBALENGLISH.
- Louis Stricoff, M.Ed.**, Acting President, PA/DE/NJ DISTANCE LEARNING ASSOCIATIONS.
- Ed Nathan**, Senior Director, Learning & Performance Group, WYETH PHARMACEUTICALS.
- Donna Thomas**, Area Vice President, MEDSN.
- Greg Long**, Chief Learning Analyst, ACCELERA.
- Steven B. Just, Ed.D.**, President, PEDAGOGUE SOLUTIONS.
- John Frasse**, Franchise Training Manager, Anti-Infectives, ORTHO MCNEIL PHARMACEUTICALS.
- Steven Teal**, Director, Global Learning Collaborative, BRISTOL-MYERS SQUIBB.

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Who Should Attend

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Life Science organizations interested in enhancing their online learning capabilities will find this event very attractive and will be most interested in attending the program. Positions that will most benefit from attendance include: VPs, Directors and Department Heads of eLearning, Training and Development and Continued Education.

Contact Info

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