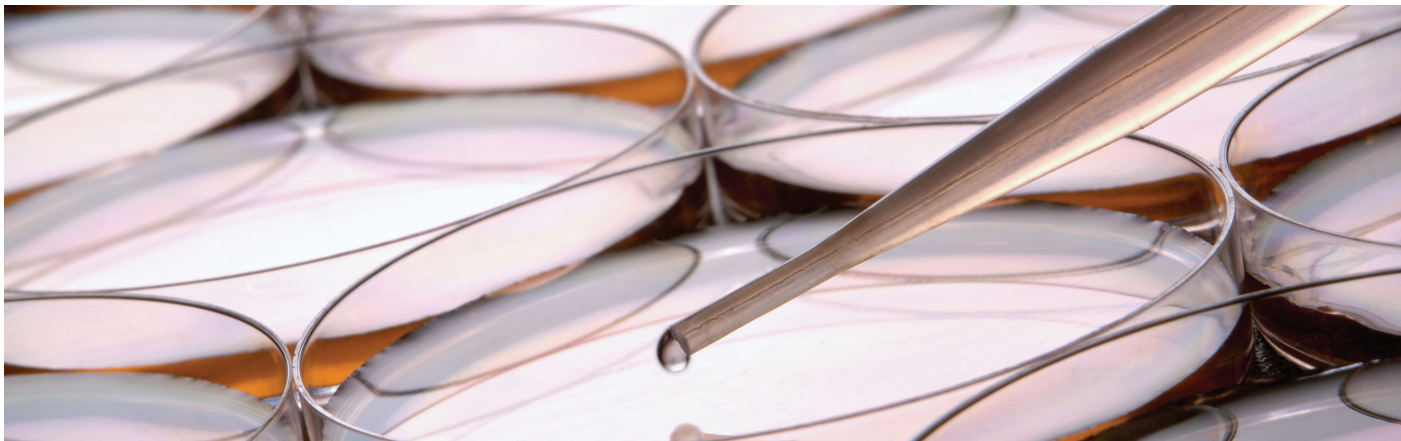


CASE STUDY

Helping the Synexus team to improve their influencing skills

Clinical trials company Synexus wanted to improve the influencing skills of its important medical team, who were responsible for signing up members of the public to take part in critical clinical trials in areas such as prostate cancer and osteoporosis.



Dr Ravi Pawa, Medical Advisor, Synexus, said they had identified that even a relatively small improvement in its recruitment conversion rate would make a huge difference to their efficiency and success, but that the skilled doctors and nurses involved in the process were not necessarily confident in the fine art of customer service. They asked Elevation Learning to help...

Elevation Learning trainer Cynthia Pexton-Shaw was intrigued by the proposition. "I didn't have extensive previous experience of working in Pharma, but when I researched the company and what it did more closely, I saw that this was a classic case of teaching client facing teams how to better influence and tune in to the needs of their clients," explained Cynthia.

Ravi takes up the story: "Newly qualified doctors and nurses are now much more communications savvy but that hasn't always been the case. We felt it would be timely for our diverse team to take part in the same training so there was a clear idea of what is expected of them going forward, and a standard set of tools and techniques that ensures consistency of approach. Our call centre initially qualifies whether a prospective client is potentially suitable or not. We then invite them to come in for a discussion with one of our medical team. This is the crucial part of the recruitment process - it's where we either win customers or lose them - so improving our skills here was really important."

Cynthia added: "The clients are often quite diverse. For some trials it is older, retired people, and for others, its young professionals. Older people tend to prefer a 'friendly helper' style and respond well to a doctor's professional distance, and appreciate someone who will sit back and listen. However, young professionals tend to be more 'logical thinkers' who require a clear list of risks and rewards to convince them to join up to a clinical trial. Both require very different approaches to get a successful result and this was something we were able to work on in the role play."

Ravi concluded: "Cynthia spent a lot of time getting to know our community prior to the training course, both our teams and our customers, and it showed. She handled our delegates brilliantly and managed to pitch the content in a way that appealed to a wide range of backgrounds and cultures, and people who possess very different 'bedside manners' when it comes to dealing with the patients."

We hope to roll out more workshops to the wider team and see a growth in our recruitment rate as a result. We'll be measuring our recruitment figures against last year to see if the numbers speak for themselves."