Life Sciences is Evolving for the Modern Field Force



As health care professionals gain faster, easier access to information, field teams need more than product knowledge. Training is shifting from one-time events to continuous, personalized, and experiential learning, and artificial intelligence (AI) has created new opportunities to assess skills, simulate real-world conversations, and deliver targeted coaching at scale.

The Need for Change

Learning and development has a significant impact on how well life sciences companies navigate change and high performing organizations are four times more likely to have a culture of learning compared to low-performance organizations.[1]

43%
of pharma, biotech and med tech companies believe their learning and development (L&D) programs are only moderately aligned with industry demands.[1]

66%
of biopharma sales reps' time is spent on administrative tasks; researching prospective clients, reviewing products and evaluating prescribing trends.[2]

75%
of chief talent and learning officers feel their organization is only "somewhat effective" or "ineffective" at providing opportunities for upskilling.[3]



The Case for Personalized and Continuous Learning

Evolving science, new products, and emerging technologies mean that field team readiness can't be treated as a one-time event. In the fast-moving biopharma industry, learning that is ongoing and personalized helps connect individual and team development to company performance.

91% of L&D professionals say continuous learning is more important than ever for career success.[4]

49% of L&D professionals report that executives are concerned sales teams lack the skills needed to execute business strategies.[4]

150–300% ROI on high quality training in pharma.[5]

80%+ organizations that personalize their e-learning content.[4]

Rethinking Field-Force Learning

Biopharma organizations are reimagining field force learning as an ongoing, capability-building strategy that supports real-world applications and evolves alongside the business. These learning and development trends can improve success.[1]

1. **Role-based skills**
Programs should align with clearly defined skills and proficiency expectations and connect learning objectives to job tasks, assessments, and performance/desired behavior changes.

2. **Learning in the flow of work**
Embed bite-sized learning, searchable guidance, and prompts for managers into everyday workflows, so teams get support when they need it.

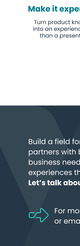
3. **Scenario-based learning**
Modern L&D programs emphasize decisions, simulations, demonstrations, and coaching and are offered via multiple modalities, including virtual, in-person and self-paced.

4. **Continuous workforce feedback**
Tools like pulse surveys, focus groups, and support requests can reveal barriers and skill needs to adjust field force training for maximum impact.

The Role of AI

AI is playing an increasingly important role in L&D, making it possible to go beyond course-based learning and deliver personalized, experience-rich learning at scale.[2]

Life sciences companies are using AI to identify knowledge gaps, personalize learning and connect training with performance data. It offers several paths to strengthen field force learning:[6]



- Assess baseline knowledge and skills
- Personalize learning paths
- Identify talent gaps
- Reduce time to upskill
- Simulate HCP interactions
- Practice objections and difficult questions

- Coach reps in real time
- Reinforce learning with microlearning
- Identify emerging capability gaps
- Track behavior and progress
- Scale training across large field forces
- Support managers with actionable coaching insights



Unlocking Immersive Field Force Training

Incorporating realistic scenarios, role play, and interactive challenges, pharma field teams can practice applying knowledge and responding effectively to situations they encounter in the office and in the field while building confidence in their skills.

3 ways to make field force training more immersive:

1. **Make it experiential**
Turn product knowledge into an experience rather than a presentation.

2. **Make it relevant**
Connect learning to realistic customer conversations, challenges and decisions.

3. **Make it memorable**
Use storytelling, problem-solving, simulation, and unexpected elements to reinforce key concepts.

Build a field force ready for what's next. Woven Health Collective partners with biopharma teams to turn complex science, evolving business needs, and real-world field challenges into learning experiences that engage, build confidence, and drive performance. **Let's talk about your Learning Solutions needs.**

For more information, please visit **www.wovenhc.com** or email **insights@wovenhc.com**

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