



Selling Medical Products

Coloplast, one of the world’s leading intimate healthcare product companies.

Challenge

- Training on a highly complex product in the fastest possible way
- Consistent training of 1,000 sales reps in different countries
- Performance monitoring of training efforts to optimize and target training

Solution

- Training on both fundamental scientific background and on products
- Adaptive learning applied to deliver course globally (incl. Europe, China, India and Saudi-Arabia)

Outcomes

- Significantly reduced churn when on boarding new employees
- High satisfaction with the course! Over 90% found the course was worthwhile
- Tracking of performance for new employees based on their educational background (medical vs. non-medical)

“In healthcare, accurate knowledge is crucial for an effective sales team. Adaptive learning ensures our team builds the knowledge and confidence they need, in the most optimal way.”

Kristian Villumsen
Executive Vice President, Coloplast

