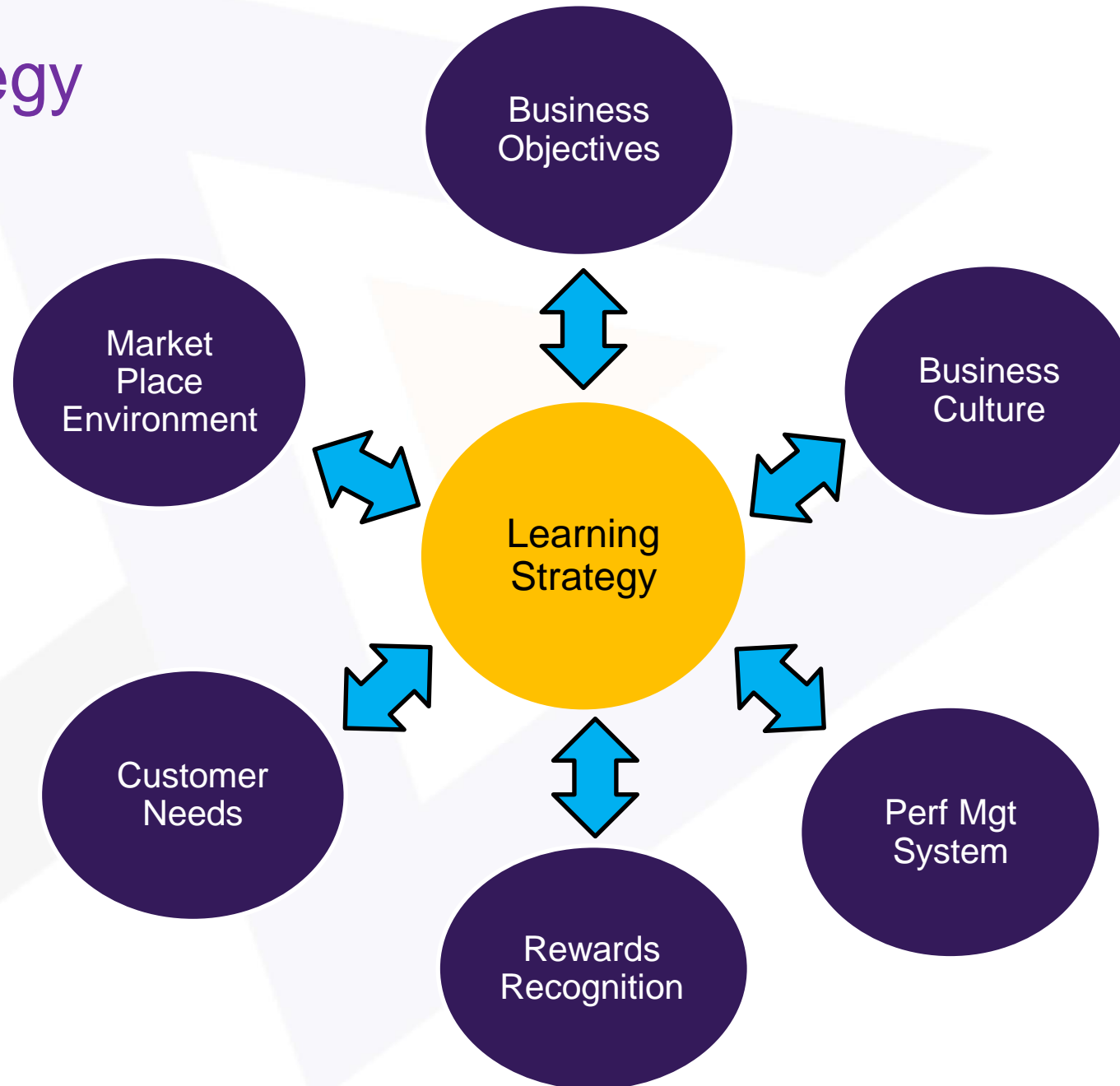




# Design Example

*Customer Learning Pathway - Example*

# Learning Strategy



# Customer Learning Pathway



# Customer Learning Pathway – New Product Introduction Example

## **Cognitive Knowledge**

- Video burst from peers regarding product applicability to target use – emailed and/or on external company website, YouTube Channel
- Video showing product in use; actual procedure/application by peer – emailed and/or on external company website, YouTube Channel
- On line interactive emodules with supporting content in relationship to product – e.g. for medical device, might mean anatomy review, discussion with administrators regarding product alignment to hospital metrics, standardization discussion
- Mobile or printed quick reference tool regarding product use and alignment to customer's key objectives
- Use of Facebook (if aligned company platform) – post countdown to product launch, each post includes an educational tip on product
- Use of Twitter (if aligned company platform) – similar to Facebook strategy, tweet product feature as you countdown to launch

## **Skill Development**

- Regional hands-on workshops to demonstrate product. Peer representation to provide objectivity and relevance to business/practice
- Videos and/or on site workshops to other team members in use of product – e.g. for medical device, nurse in-services, materials management inventory/standardization discussions
- If applicable, one-on-one training by skilled peer

## **Sustainability**

- Use of Facebook (if aligned company platform) – Show picture of product and pose question regarding successful use of product/outcome; seek customer ambassadors for product, ask them to post comments on Facebook page
- Use of YouTube (if aligned company platform) – Ask customers to share videos of product in use, tips and tricks, etc.
- Use of Twitter (if aligned company platform) – tweet new learnings from customers and/or product compatibility
- App – information for customers to use to educate their customers (if applicable) – e.g. for medical devices, App could include patient education materials. App could also include video and emodule content from cognitive section