



PRIME GLOBAL
The Medical Communications People

Training newbies
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Why?

Skilled workforce

Staff up for existing and new work

Enhance recruitment



PRIME GLOBAL
The Medical Communications People

Consistency in approach

People first

Succession planning

I want a safe place to learn

I want to learn alongside my peers?

I need a refresher

I have heard about publication planning and I want to know more

How do I write materials for patients?

What's a Phase IV trial?

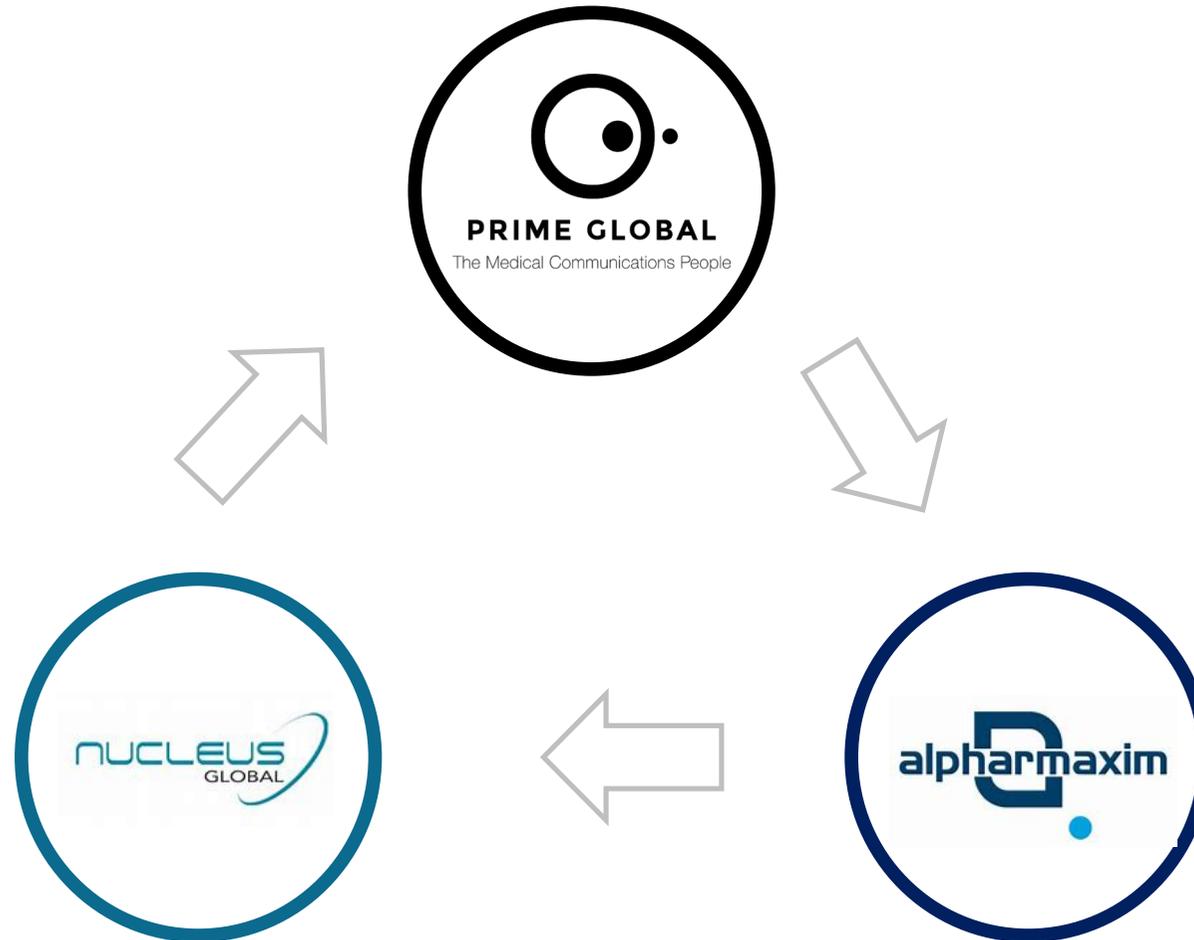
What do we do onsite?



#IGNITE foundations



1. People Development Director



The PRIME DOJO



1. #IGNITE
Entry-level

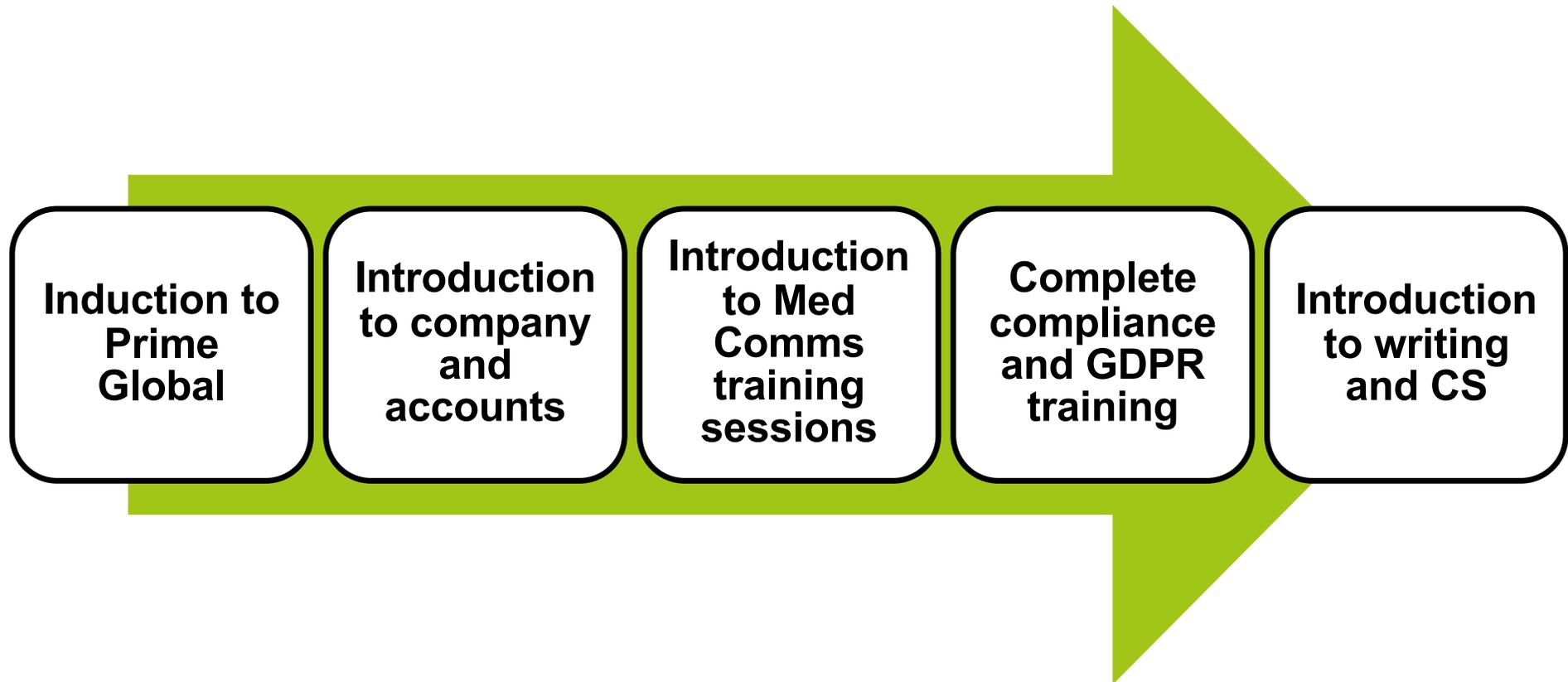


2. New starter charter

To be able to provide the appropriate working environment for entry-level employees, each company must:

- have senior supporting staff in the office
- provide a mentor
- aim for the AMW to work **no longer** than a 35-hour week
- promote the need for the AMW attend training session
- show commitment to their development
- provide a varied workload
- aim for the AMW to work on projects from start to finish
- have the time to provide detailed briefs and constructive feedback
- ensure the hours given take into consideration the training element

Early training





3. Tailored training

- Different backgrounds
- Different agency needs
- Personalised approach
- Development plans
- Delivered by Group staff
- Supplement on-the-job training
- Refreshers

The learning process and retention

Data from Pike RW, 1989



Percent retention over 3 days

- 10% of what you **read**
- 20% of what you **hear**
- 30% of what you **see**
- 50% of what you **see and hear**
- 70% of what you **say**
- 90% of what you **do**

**Tell me and I forget, teach me
and I may remember, involve
me and I learn.**

Confucius, 450BC

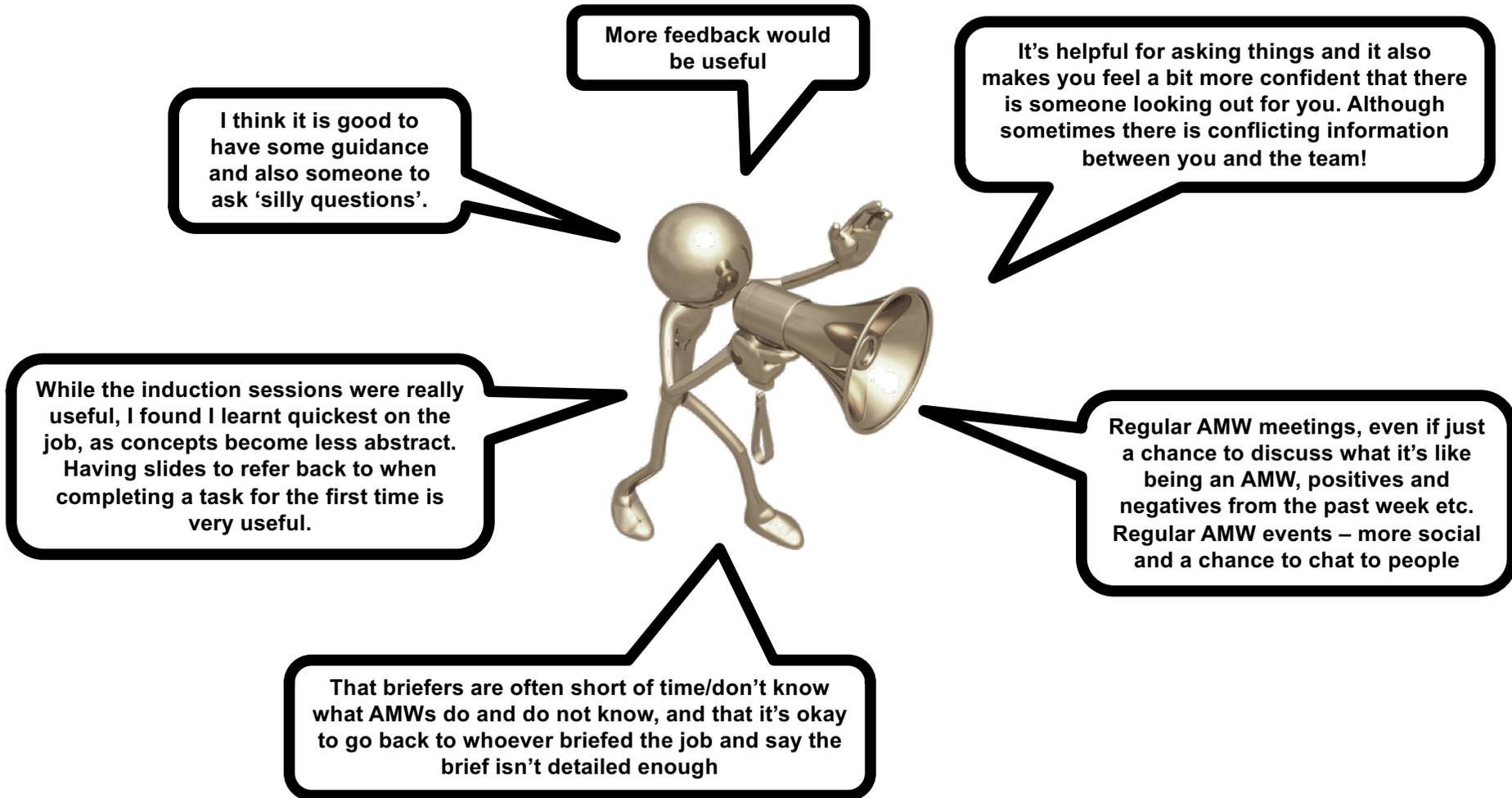
4. Honest and timely feedback



5. Mentors



6. Community







14 AMWs since October 2017

Across all agencies and most locations (except SF)

All have a mentor

12 have successfully completed their 6-month probation

5 have been promoted (≤ 1 year)

14 have successfully completed their midpoint (3 months) review

Summary



Q&A

