

CAN YOU HEAR ME NOW?

Your field medical affairs teams undoubtedly have deep scientific training throughout their ranks. **But how deep is their training in communications? Being able to effectively engage and communicate with external and internal stakeholders is an essential, but often overlooked skill.**

A COMMUNICATION SKILLS GAP CAN LIMIT YOUR TEAM'S ABILITY TO:

- Ensure that scientific knowledge is effectively expressed to healthcare providers and scientific/clinical thought leaders for the benefit of patients
- Gather and bring back insights from scientific/clinical thought leaders that can inform field medical and cross-functional strategy

The Red Nucleus Life Science Training Institute (LSTI) can provide your team with a high-quality, engaging, and adaptable workshop that enables your MSL team to master communication tactics that increase their ability to bring value to external and internal stakeholders.

➤ **LSTI's E³ Professional Skills workshop provides strategies and techniques for field medical affairs teams/ medical science liaisons in the following areas:**

ACTIVE LISTENING



GATHERING CLINICAL INSIGHTS



LEVERAGING CLINICAL INSIGHTS

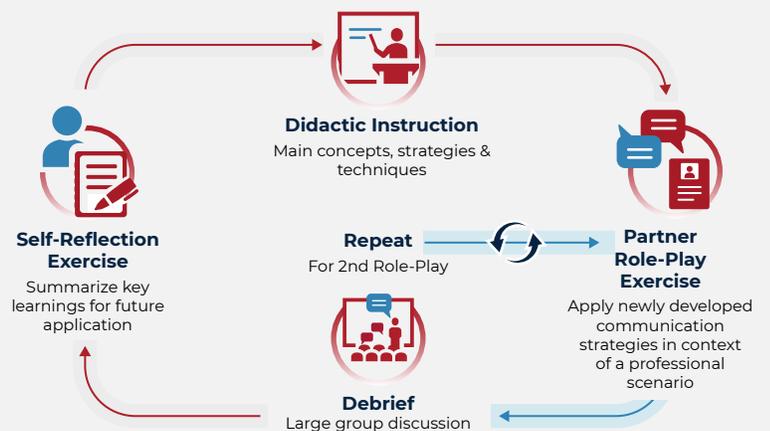


DIFFICULT CONVERSATIONS



WORKSHOP SUMMARY

The workshop opens by introducing the E³ program and asking participants to identify communication priorities they plan to develop during the workshop. Next, participants learn about and practice each skill (figure). Finally, the workshop concludes with participants completing an action plan based on their key learnings.



AGENDA

The E³ Professional Skills workshop is a full-day, in-person workshop. The number of participants, their level of mastery of the skills, and types of examples used will influence the length of the course. However, the workshop can also be delivered in shorter time frames, covering only 1 or 2 skills at a time.

1	Introduction to the E³ Medical Affairs Professional Skills Workshop	30 mins	4	Leveraging Clinical Insights from TL/SMEs Education Session: 15 minutes <i>Excel</i> Scenario 1: 35 minutes <i>Excel</i> Scenario 2: 40 minutes	90 mins
2	Active Listening Education Session: 30 minutes <i>Engage</i> Scenario: 30 minutes <i>Enhance</i> Scenario: 30 minutes	90 mins	•	Break	15 mins
•	Break	15 mins	5	Difficult Conversations Education Session: 40 minutes <i>Engage</i> Scenario: 30 minutes <i>Enhance</i> Scenario: 30 minutes	100 mins
3	Gathering Clinical Insights Education Session: 20 minutes <i>Engage</i> Scenario: 35 minutes <i>Enhance</i> Scenario: 35 minutes	90 mins	6	Planning for Success & Wrap-Up (Q&A)	30 mins
•	Lunch Break	40 mins			

MATERIALS



POWERPOINT SLIDES

Single deck for entire workshop with robust facilitator support.



FACILITATOR GUIDE

Easy-to-read PDF that mirrors the PPT slides to help prepare facilitators to run the workshop.



PARTICIPANT WORKBOOK

Complete guide to help participants prepare for activities and apply knowledge.

CUSTOMIZATION REQUIREMENTS

To make the most of the workshop, your team and/or Red Nucleus provides specific details into pre-populated clinical scenarios involving thought leaders/SMEs. The workshop materials also contain placeholders to add your company-specific information, such as product name, communication resources, types of TL/SMEs, etc. A customization guide is provided to make this step simple for your team to accomplish. Alternatively, the Red Nucleus team can provide consultation and execution support to make sure you get the most out of your customization.



ABOUT RED NUCLEUS

Red Nucleus is a global learning agency providing strategic learning and performance solutions exclusively for the life sciences industry. Our solutions engage and inspire commercial teams throughout the learning journey, maximizing knowledge retention and performance in the field.

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