

MEDICAL EDUCATION ("MEDED")



Improve Healthcare Through Education



YOU ARE

A company active in Medtech, Biotech, Diagnostics, e-Health or Life Sciences and willing to develop a full professional medical education ("Meded") program to:

- Promote discussions with HCPs on a new therapeutic approach or medical device/service
- Educate HCPs on the use of a new medical device/procedure (e.g. for continuous education and/or clinical trials)
- (Re)train the future/current product users
- (Re)educate your professional education team & proctors who train the product users
- Provide scientific & clinical support for commercial products

WE OFFER YOU

A complete portfolio of Meded services all along the training program:

- Medical field characterization, training needs assessment, literature review, KOL interviews
- Development of a full training program for users and trainers
- Content aggregation for all procedure documents (SOPs & documentation forms)
- Medical writing, proof-reading, update & graphic design of educational material (offline/online)
- Meded activities (Advisory Boards, conferences, courses, CME accreditation...)
- Meded program follow-up, evaluation & improvement

**MEDICAL FIELD
CHARACTERIZATION**

**TRAINING NEEDS
ASSESSMENT**

MEDED PROGRAM

TRAINING MATERIAL

MEDED ACTIVITIES

And more...

BUSINESS CASE

Context: A Medtech company needs to develop a full professional education program and related training material to train surgical team members for the use of a new medical device

Vivactis roles:

- Review of the technical documents on product & procedure
- Interviews of expert clinicians & reporting
- Participation into meetings with the client & Advisory Boards with KOLs
- Determination of site selection criteria, learning objectives, min. requirements, required training sessions & training material
- Development of a full Meded program to train the users, i.e. HCPs (e.g. surgeon, anesthetist, nurse...) and the trainers (internal & external)
- Edition of the regulatory documents describing the training procedure (SOPs) and related documentation forms
- Creation of content for training support in compliance with the regulatory documents

Vivactis deliverables:

- SOPs and all related documentation forms
- Training material (training manuals & slide decks, reminder checklists, simulator user guides, live case sliced videos...)



CONTACT US

Vivactis Switzerland is a **biomedical communication agency** specialized in healthcare and life sciences and member of **Vivactis Group**.

We are active in product launch & marketing strategies, medical and scientific marketing & communication, medical education, conception of clinical studies, direct-to-patient communication, and scientific support for investors.

Vivactis Switzerland
Biopole, route de la Corniche 4
1066 Epalinges, Switzerland
+41 21 311 62 73
info@vivactis.ch