



## JANSSEN PHARMACEUTICA

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### Reinforcing Prescribing Information (PI) Knowledge with Area9 Rhapsode™

Janssen Pharmaceuticals, founded in 1953, is a pharmaceutical company headquartered in Beerse, Belgium, and wholly-owned by Johnson & Johnson.

#### Challenge:

- The Immunology team at Janssen faced a significant challenge: they needed to reinforce critical PI knowledge in preparation for an upcoming competitive launch, while ensuring learners were fully confident and competent in all material to achieve completion.

#### Solution:

- Janssen and Area9 Lyceum partnered to reinforce critical PI knowledge in preparation for an upcoming competitive launch using the adaptive learning platform Area9 Rhapsode™. The pilot started in June 2022.
- The pilot contained two comparison groups: Half of the salesforce received the traditional PI eModule, while the other half received an adaptive learning version of the module. The time to complete the assignments was 4 days.
- To provide each user with a personalized learning experience Janssen converted their existing training material into adaptive learning content through Area9's team of learning engineers. This option involves reverse engineering the content into granular learning objectives.
- By tailoring the experience to the user's learning needs, the platform is also able to keep the learner engaged and to increase confidence in their own level of competence (knowing that they know the right answer).
- By means of advanced analytics, Janssen is able to get deep insights into their learner population that allows for targeted training on content, that is high stakes and of high importance.

#### Outcome:

- Each learner had a unique learning path to achieve proficiency and completion by tailoring the experience to the user's learning needs. This is reflected in the data on the time to proficiency: fastest learner completed the module in 16 minutes, while the slowest needed more than one hour.
- Adaptive module resulted in a decrease in learner misconceptions from 21% to 0%.
- Positive feedback from adaptive module learners, who appreciated the flow, format, and customized content delivery.
- On average, learners completed the adaptive module 22 minutes quicker than the traditional module, achieving 100% proficiency. The adaptive engine identified the ten learning objectives for which learners struggled the most, allowing the opportunity to offer tailored, targeted training in those areas.



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