



Training support for global innovation project at Bayer HealthCare Pharmaceuticals

Customer: Bayer HealthCare Pharmaceuticals

Industry sector: Pharmaceuticals

Request: Creation of training materials for a new process for automatic generation and approval of standard contracts.

Solution: Support in the creation of target group-specific training documents and a training video

Benefit:

- Offer of different target group specific training forms
- Rapid understanding of the new process and system functionalities per target group
- high acceptance of new solutions by users

"The HCM Consultant Group made a very valuable contribution by supporting the creation of the target group-specific training documents and the training video. Many thanks for the successful cooperation! "

Eva Gardyan-Eisenlohr, Head of BPH Law and Project Sponsor

The customer

Bayer HealthCare (BHC) Pharmaceuticals is one of the largest pharmaceutical companies in the world. In 2012, it generated sales of more than 10 billion euros with its nearly 38,000 employees.

The Project

In order to ensure a high level of quality and safety for the company's products, BHC Pharmaceuticals attaches great importance to regular cooperation with healthcare professionals (HCPs) and medical institutions (HCOs). The exchange of services and the related payments to HCPs and HCOs must always be based on written agreements. Due to a worldwide increasing strict regulation of the pharmaceutical industry as well as the increasing number of contracts, it became necessary to optimize the process of contract creation.



In December 2012, the first contract was drawn up with the help of the new process. After completing an online questionnaire, the user can generate a draft contract as a Word document and then start the electronic approval workflow. This innovation is now available to employees worldwide.

The support of HCM

The introduction of the new process was accompanied by a target group-specific training concept including e-training. The HCM Consultant Group GmbH (HCM) was commissioned to create the training materials. In successful cooperation with the Bayer project team, HCM was able to make a very valuable contribution to the project and the approximately 200 users. A self-produced video also provided a vivid overview of the new process.

In this way, the users could be comprehensively trained.

The result

Positive feedback from all over the world shows that the new process has also been successfully introduced thanks to on-schedule training.

With the new process, the project team won the Bayer Business Services (BBS) Award 2013 in the "Quality" category. This prize is awarded annually for outstanding IT projects in the Bayer Group worldwide.