

“The team has surely demonstrated a well honed project management approach directed towards achieving high customer satisfaction levels. I was impressed with the proactive approach and the briefing that we received on a continuous basis in regards to the project progress.”

- Dr. Reddy's Lab
Team Member

Human Relations Training for Healthcare Professionals

A Success Story with Dr. Reddy's
Foundation for Health Education
in Hyderabad, India

2009

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Situation

Dr. Reddy's Foundation for Health Education (DRFHE) was initiated by Dr.Reddy's Laboratories, a premier global pharmaceutical company in India. Their goal was to provide long-term, value-added benefits to their customers by meeting unfulfilled needs in the area of health education.

Thousands of doctors graduate with medical degrees and dreams of building successful careers. They are equipped with technical knowledge, but are not always prepared to handle the day-to-day people interactions that extend beyond medical knowledge. Through the INNER CIRCLE program, DRFHE aims to help young doctors develop the skills that are significant in shaping a successful career. DRFHE wanted to build community of holistically trained doctors through recurring, hands-on participation and classroom-based sessions.

DRFHE approached Adayana India, with a need for a cost-efficient and engaging training solution that would enable DRFHE to build a continued relationship with young doctors. Because DRFHE historically has experienced difficulties with these soft skills, the team needed highly interactive and engaging training to enhance the image of Dr. Reddy's Lab (DRL) and DRFHE with its clientele.

Considering the increasing number of doctors to be trained per year, their busy schedules, and the reiterative nature of learning, Adayana proposed developing a series of three e-Learning modules on soft skills, such as bedside manner, communication, and other human relations skills, expected from medical professionals.

How Adayana approached this solution

To address the DRFHE's needs, Adayana used an immersive learning design approach where the skills were contextualized to a medical professional's overall work context. A four-step instructional approach was employed to complete the cycle of learning:



The key aspects of this solution include:

- A hospital environment metaphor to provide a glimpse of various day-to-day situations in a doctor's life.

- Opportunity for learners to analyze and reflect upon what was successful in each scenario, before being provided with direct guidelines to handle similar situations.
- Several opportunities for learners to practice the newly acquired skills in sample scenarios and to determine areas they can improve.
- Ability for learners to continue applying and learning the communication and human relations skills necessary to succeed in the field through various scenarios.
- Specially formulated take-away materials to enable continuity of practice in effectively applying these skills beyond training.

Success

The program was successfully launched by DRFHE for the doctors. The e-Learning solution received not only “excellent” remarks on all parameters, but also a standing ovation when demonstrated in one of the DRFHE stakeholders’ meeting.

Having worked with Adayana for the first time, DRFHE was very impressed with the attention given by Adayana in asking the right, focused questions to ensure good understanding of the objectives and deliverables. DRFHE has begun to train their young doctors and have begun to see differences among their young learners already.