



Trend scouting #3

TREND-SCOUTING UPDATE MARCH 2016

KNOW "HOW IT WORKS"

KNOWLEDGE TRANSFER: HOME TRAINING

I always thought the photos of Miami's beaches with all those sculpted, sun-tanned bodies were pure marketing...However once I was there, I suddenly felt the urge to visit a gym. Even paler - from envy, of course - I wasn't about to show up there anymore in my bathing trunks. Under the supervision of a coach (you can imagine what he looked like!), I slaved away on the machines and with the exercises. I soon realized: this was a onetime thing. Not only because our trip continued, but also because I didn't enjoy this kind of gym work-out. It would be much more practical if I could conduct these exercises anywhere anytime. At that moment, my coach could even read my mind and showed up with a fitness app that "prescribed" training units for my own personal needs. Now there were no more excuses - and it gave us a trendsetting idea.

Dr. Gerd Wirtz
still enjoys using the app regularly - sometimes even in his office

OUT

Advanced training courses without interaction opportunities
No consideration of individual level of knowledge
Time- and cost-intensive events with required attendance
Unidirectional discussion materials

IN

Learning content that adapts to the user
Interactive, constantly accessible knowledge transfer
Time-saving continued training from any location
Up-to-the-minute updates from experts that can be personalized

KNOWLEDGE TRANSFER: PERSONAL TRAINING

We have finally arrived at the age of zeros and ones. The alarm when we get up, the synchronized schedule, electronic mail, newspaper on the tablet, via GPS to the customer meeting, music during our lunch break and a quick photo for our memory. Everything's digital. Now, also in medicine: "A medical faculty becoming younger and younger, easier access to medical information and extensive regulation in pharmaceutical distribution through AMNOG have reshuffled the cards" (Pharma Relations 12/2015). A survey conducted by McKinsey " leads to the conclusion that the majority of doctors welcomes supplementing training through remote interaction (...)", however this channel "(...) is only most efficient when it is used as part of a clearly defined mix of channels." We look forward to offering you advice - also in an analogue way.

Anett C. Coerper
enjoys writing dates by hand again into her calendar, because helpful apps save time elsewhere

FUTURE FORMAT OF THE MONTH

med.go event app individual, needs-oriented, future-proof

Brings sustainable knowledge into the hands of your target group

- . retains participants in the long-term
- . considers individual levels of knowledge
- . can be applied to all target groups
- . gives additional depth to topics
- . interactive feedback
- . statistical evaluation of learning progress
- . 100% daily up-dated content and studies

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