



Digital Learning - Life Sciences

Engaging people at the moment of learning need

Healthcare education delivered in an intuitive, convenient, and flexible environment designed specifically to meet the continuous education needs of today's healthcare organizations. Leverage our learning offerings to accelerate your business and provide end-to-end solutions for your customers.

Challenges of modern medtech & pharma companies in healthcare & life sciences

Evolving workforce demands

Rising need of patient safety and an increasing job complexity leads to a greater need for better skills and continuing medical and clinical education.

How do you pivot to keep pace with the change and accelerate your employees' talent?

Evolving customer expectations

Constant changing and increasing customer demands force companies to adopt existing Business Models.

How do you differentiate yourself from others from the market?

Evolving technological options

Digital disruption is already well underway with several technologies such as Artificial Intelligence and Augmented Reality. These

technological solutions have expanded our options for delivering relevant, personalized content at the moment of learning need. How do you make sense of the options and the platform landscape?

Cognizant digital learning

With a focus on creating the most relevant learning experiences for learners, Cognizant's digital learning practice is an end-to-end partner in assessing business and audience needs, recommending and creating modern learning, and measuring the business impact of our solutions. Working hand in hand with our thought leaders throughout the enterprise, we build strong partnerships with clients to help survey the landscape, make the right decisions, and build agile learning solutions to meet the evolving needs of learners and the business.

Creating human-centric learning experiences aligned to the needs of the business and learners is our sweet spot.

Our mission

Chart the course



Drive innovation in learning



Identify Customer and Employee-centric experience in a Total Experience Strategy (TX) to create more relevant learning



Enable Anywhere Operations, meaning ensure employee engagement and performance, with the use of digital technologies

Lead the way



Measure business impact to prove and improve



Recommend the right technology for the right need with our platform and learning tech expertise



Provide thought leadership and up to the minute point of view on learning

Adopting new models in your business! just a few examples...



AR and VR adding value to healthcare sector:

- VR is being used as an effective healthcare training tool, e.g., surgical simulations, diagnostic imaging or patient care training of medical professionals
- AR (e.g., Smart glasses) for fault detection and remote expert support on field services
- VR can help patients get over their worst fears



AI and robotics

- Provide decision support and practitioner assistance for tasks, such as diagnosing patients, accelerating the development of new drugs and devices



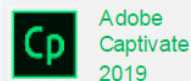
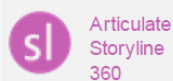
Micro-learning

- Create rich content designs with short bytes, minimal text and varied modalities to respond to the very limited time resource of your employees

Cognizant Experince

We ensure a high degree of user engagement and performance through the design, delivery, and production of innovative customer-oriented solutions.

The gamut of creative tools we utilize gives us the flexibility to create the latest designs and trends aligned to content modality



A custom-fit learning program for one of the world's largest pharmaceutical companies

Our solution:

- Engaging and interactive HTML courses, which include Multimedia Walk Me videos, appealing voiceovers, motion graphics, and simulations
- Web-based Trainings (WBTs) using HTML5 and created checklists on writing standards to bring consistency in the instructional approach
- Marketing and promotional materials, such as wallpapers and calendar for desktops, printable calendars, newsletters, posters, mailers, logos, explainer videos, customized windows icons and catalogs

Results:

- Artifacts containing text heavy regulations and procedures presented in crisp, engaging, and interactive form helped in knowledge retention
- 160+ eLearning modules, 75+ awareness collaterals and 15+ Videos
- 5years of collaboration and more to come
- Learners were able to synthesize the information and apply it in their daily work
- Brandon Hall Gold Awards in Bronze, Silver and Gold in 2021

Smart glasses for fault detection and remote expert support for a global healthcare technology company

Our solution:

- Remote expert support through an “over-the-shoulder” coaching and communication platform enables via Smart glasses worn by the service engineer
- Connected multiple communication features (chat, voice, sketch)
- Created and deployed an extensive set of documentation for reference and training to support adoption to the solution

Results:

- Initiative to tackle the challenge of managing and maintaining customer products with a limited supply of technicians
- Remote management and connected field services improve the pace of disaster recovery and sanitation
- Product insights can be used in new product design and manufacturing process to the benefit of the customer online training on basics of robotics for a large robotics giant

Online training on basics of robotics for a large robotics giant

Our solution:

- Explanation of complex, technical concepts using immersive interactivities, simple animations, and diagrams through web-based trainings and 3D interactive video nuggets to make the content easy to understand
- Micro-learning strategies to provide granular sections to enhance the retention
- Gamification of assessment with intermittent practice modes to increase learner engagement and participation while evaluating their knowledge at the same timen

Results:

- Established the program as a flagship initiative
- 3rd phase of engagement, current project focus on field service agents and contact centre executive training
- Brandon Hall Silver award in 2020 in excellence learning



Our award-winning digital learning practice is one of the largest and most accomplished among the leading consultancies

Customer testimonial:

You provided innovative ways to elevate the learning experience and we want to express our appreciation for your partnership as a valued team member!



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@Cognizant](https://twitter.com/Cognizant).

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