



## LIFE SCIENCES EXPERTISE

### KNOWLEDGE TESTING CAPABILITIES

In today's highly competitive world, knowledge testing can help pharmaceutical organizations determine employees' and applicants' clinical skills and product knowledge. While interviews and surveys are useful for evaluating many aspects of people's skill profiles, they are less effective at assessing vital product knowledge.

To compete successfully, pharmaceutical organizations need to define a minimum acceptable level of competency for various sales and clinical positions and verify that the people in those positions have the knowledge and skills required to do the job.

Organizations can assess individuals in a cost-effective, valid, and legally defensible manner, with an objective evaluation of their clinical and product knowledge skills. Knowledge testing offers the ability to pinpoint individual strengths and development needs, saving time and money, and reducing risk in decisions.

### PHARMACEUTICALS

Wilson Learning's knowledge testing capabilities provide a valid method to help organizations select, promote, and develop employees for jobs that require a special baseline level of knowledge or skill. Combined with a feature-rich testing platform, knowledge testing can be an effective and easy-to-administer tool that complements other selection instruments and aligns with pharmaceutical organizations' sales training processes.

#### OFFERING OVERVIEW

**P**harmaceutical organizations need employees to bring value to their internal and external customers by providing a high level of product knowledge and clinical expertise. These employees must be able to apply this knowledge and expertise in real-world settings. This combination of knowledge and application helps employees develop solutions and an approach to complex situations.

#### OFFERING DETAILS

Wilson Learning's knowledge testing capabilities provide an objective evaluation of each employee's knowledge and skills, offering a quantitative differentiation among candidates for a position, as well as high-quality data that can be used for selection, promotion, and development. Knowledge testing generates valuable feedback, covering areas that are clearly job-related in a valid and legally defensible manner, if required.

Wilson Learning offers a continuum of test development and delivery services. We can work with your subject matter experts to develop valid tests according to the highest professional guidelines. We can also deliver these tests, or your existing tests, anytime, anywhere through our Web-enabled platform. The platform supports a large number of

item types, has an intuitive interface, and can be easily configured to meet specific customer and test requirements. The timing and level of feedback can be tailored to support the purpose of the test, and Wilson Learning can provide organizational reports that pinpoint knowledge gaps and areas of strength.

Wilson Learning can help you build and deliver appropriate tests:

- Selection Tests determine whether an individual possesses the minimum level of technical knowledge necessary to work effectively in the target position.
- Acquisition Tests measure individuals' acquisition and retention of technical knowledge and skills before and/or after technical training or other learning activities, or associated with a product launch.
- Situational Judgment Tests measure an individual's readiness to handle specific decision-making situations.

#### OUTCOMES

By using Wilson Learning's knowledge testing capabilities, your organization can:

- Ensure that critical product knowledge is as complete and current as required.
- Improve decision-making readiness.
- Target development where it is most needed.