

## Use of Gamification as a Tool in Clinical Studies Training

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- Statement of Purpose

The COVID-19 pandemic has generated many challenges for the entire society, and one of those has been the way of imparting virtual knowledge in the health area to different stakeholders. One of those are the pharmaceutical companies that have sales promotion teams that must be updated in objective knowledge to be able to dialogue with some of those stakeholders such as health professionals. Historically, this knowledge has been generated in face-to-face interactions, and with virtuality it was necessary to innovate, that is why the objective of this work is to show the preliminary results of the use of gamification in a virtual way as a learning model in the sales teams of a pharmaceutical industry

- Description of Methods & Materials

During the period from May 2020 to February 2021, 12 sales representatives from a pharmaceutical company were taken, which were promoting painkillers. A session of 1 hour per month was carried out with a defined objective of knowledge and later complemented with the knowledge of a clinical study, following a game methodology called H.O.M.E.R.O. (simulating the character Homer Simpson) referring each letter to a part of the selected clinical study: H=History; O=Objective; M=Methodology; E=Statistics; R=Results and O=Conclusions. Then knowledge assessments were made

- Data & Results

10 sessions were held, one per month. The baseline knowledge level was on average 4/10. After finishing the sessions, the average level was 8/10 ( $p < 0.05$ ). At the 10 sessions, 100% of the sales representatives attended. The comments received in a questionnaire created for the use of H.O.M.E.R.O in teaching clinical studies, 90% of them answered "it was very easy to learn" and 95% answered "the knowledge will last me".

- Interpretation, Conclusion or Significance

This is the first experience that has been published in Colombia on the use of gamification as a contribution to the virtual knowledge that we have had since the beginning of the pandemic, to a sample of sales personnel in the pharmaceutical industry with 90% of them responding "It was very easy to learn." Which leads us to carry out this work with other stakeholders to assess its impact on a larger scale.