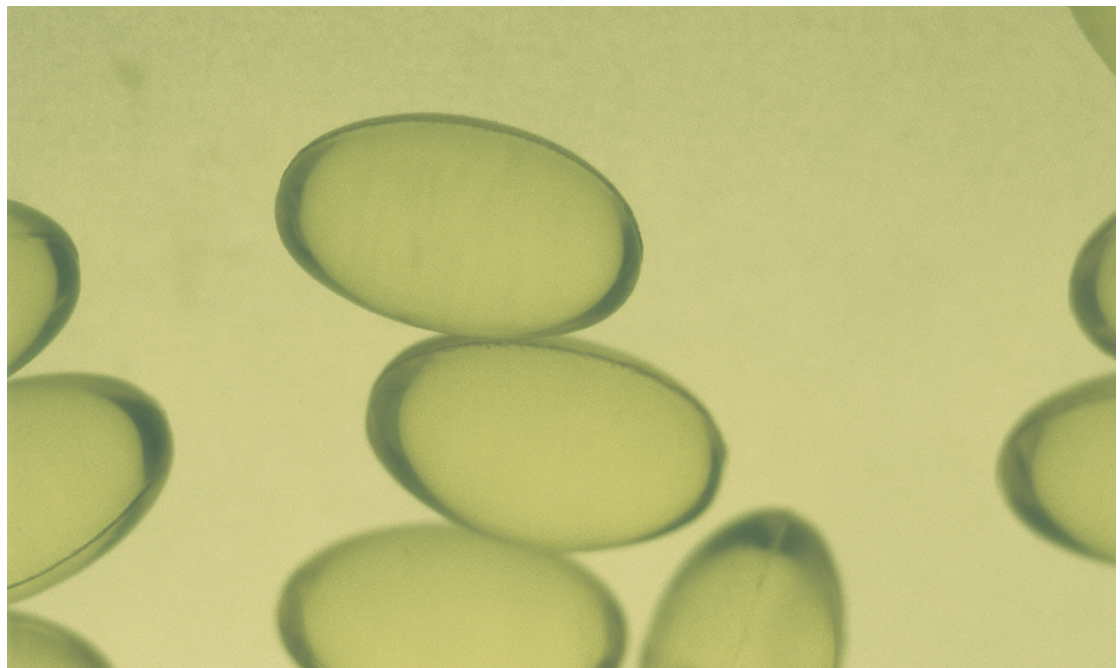


Pharmaceutical industry tests e-learning in Norway

A Mohive customer case study

Case Study



The producers of pharmaceutical products often consider Norway an excellent test market for using e-learning to educate pharmacy employees. Norwegian company Mohive has entered into partnerships with several pharmacy chains and international players are now showing interest in the company's software.

Pharmacists live in a world with constantly new and more advanced products, more types of medicine, and increased skill demands from up-to-date customers.

The medicine producers have traditionally incurred huge costs to educate pharmacists and other pharmacy employees, so they will know and recognize all benefits and drawbacks attached to the different medicines and products.

Continued...

Case study

Saves money

For the industry, there is an enormous cost saving potential in more efficient education of and communication with the pharmacies, and based on this fact, the pharmaceutical industry is one of the first to see the benefits of e-learning. The e-learning company Mohive has already entered into partnerships with Norwegian pharmacy chains. Now, international pharmaceutical giants show interest in the company's software.

“Traditionally, pharmacy employees have spent their time off to update themselves on new products. There is limited time for this, and at the same time, pharmaceutical products are increasingly more advanced and detailed.

“E-learning gives us the opportunity to increase the knowledge of the employees so they can give their customers better guidance,” says Gry Gjelsvik from the pharmaceutical giant Alharma. The publicly traded American company has recently invested in Mohive e-Learning Publishing System (eLPS), and will use Norway as a test market to evaluate its e-learning initiatives. The other Nordic offices are closely following the development, and are considering similar projects.

Increased knowledge

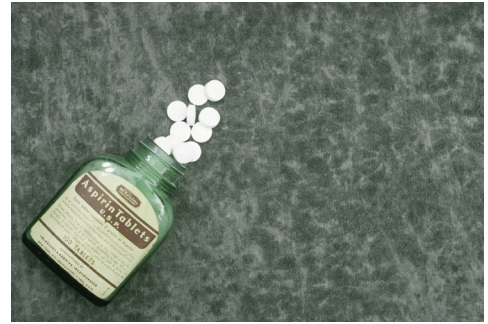
For the suppliers, it is important that the pharmacy employees know the benefits and limitations with the different products.

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“For us, it is not positive if, for example, a cream to treat dry skin is sold to



Increased use of e-learning increases the knowledge level of the pharmacy employees.

a person who doesn't suffer from this condition. This will result in negative customer satisfaction, in addition to the potential damage to the customer. Increased use of e-learning increases the knowledge level of the pharmacy employees. We chose the same e-learning platform as the pharmacies to reduce the threshold of using the system,” says Gjelsvik.

International attention

Norwegian e-learning pioneer Mohive has received international attention because of its effective system for knowledge sharing in businesses. Mohive eLPS is sold to large corporations in Australia, the U.S. and England.

“We see that Norway is a highly developed market, and the pharmaceutical industry is among the first to acknowledge the advantages of e-learning,” says founder and CEO Lars Unneberg of Mohive. Norwegian pharmaceutical chains Alliance Apotek and Apotek1 are also both using Mohive eLPS to further educate their employees.