

Mobile Learning in Life Sciences

2009 Survey Report



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Report Overview and Objectives

Mobile learning has been considered an alternative training delivery medium for several years; however, it has not yet evolved as a mainstream offering for sales organizations within the life sciences industry. In 2009, Axiom conducted an independent study consisting of peer discussions with and a formalized survey of sales training organizations within the life science industry and supporting IT personnel. The data presented in this report are based on the results of this collective research.

The objectives of this study were to:

- Identify mobile device and platform adoption rates and patterns within life science organizations
- Determine trends in mobile device usage as it relates to business-related applications within the sales organizations
- Validate constraints and challenges for successful implementation of mobile learning solutions
- Provide participating organizations with practical data for making informed decisions about mobile technology and practical solutions

The data presented here are based on the following targeted topics:

- **Mobile Device Adoption** – What specific devices are currently implemented within the organization
- **Mobile Applications for Business** – What specific applications are being used by the organization for business-related activities
- **Mobile Applications for Learning and Performance Support** – What specific applications are being used by the organization for learning and performance support activities
- **Needs/Opportunities for Mobile Learning and Performance Support** – Is there a need where a mobile application or solution would be useful in supporting a sales force
- **Future Planning for Mobile Learning and Performance Support** – What are the expectations for piloting and using mobile technology for learning in the future
- **Mobile Concerns/Challenges** – What specific concerns or challenges have organizations identified as they relate to mobile technology



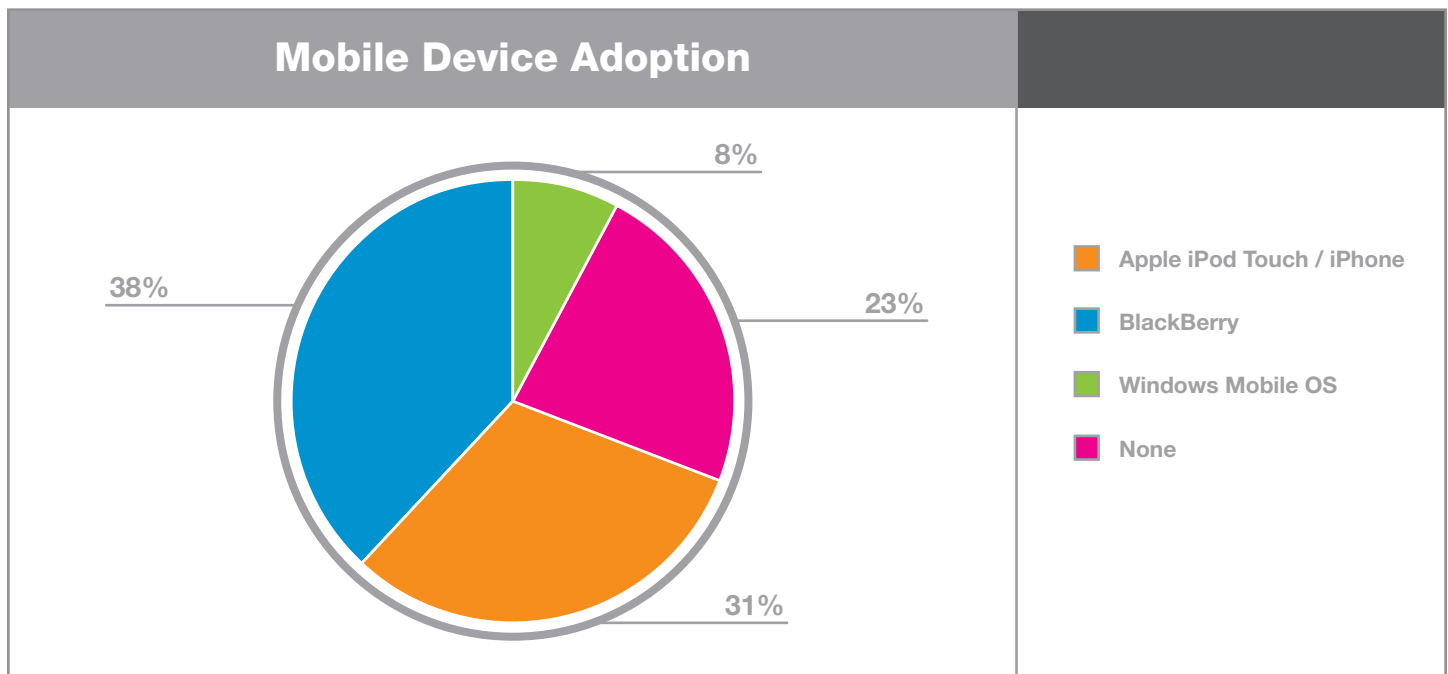
Topic: Mobile Device Adoption

Question: Which mobile device/operating system does your sales force currently use?
(check all that apply)

Options:

- Apple iPod Touch/iPhone
- RIM BlackBerry
- Google Android
- Palm
- Windows Mobile OS
- Nokia/Symbian OS
- None
- Other: _____

Results:



Summary:

Both the BlackBerry and Apple iPod Touch/iPhone combined for the primary market share of devices implemented (69%). The 23% of respondents who listed “none” includes those who commented that mobile devices are not procured by the organization, but do qualify for reimbursement for business use. These same respondents also identified that they had no knowledge of any pending implementation of a standard mobile device in the future.



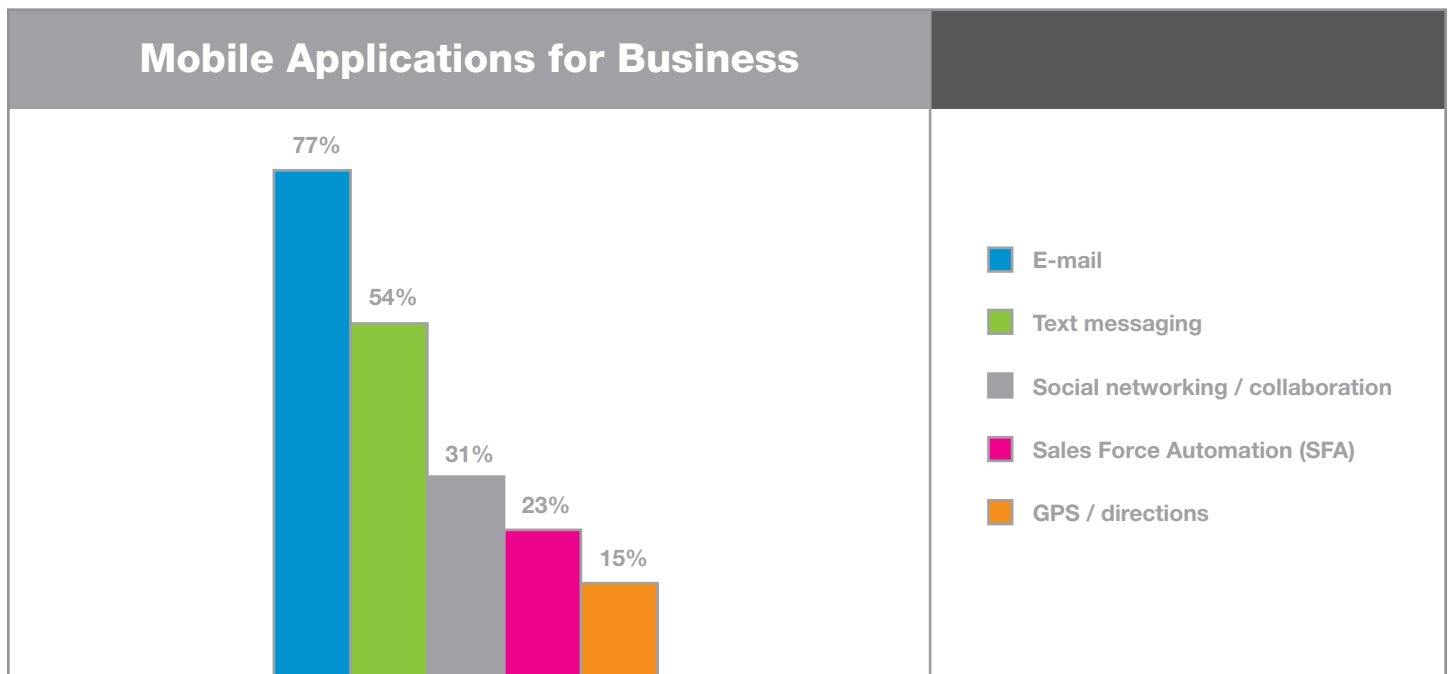
Topic: Mobile Applications for Business

Question: What business-related activities or tasks does your sales force currently perform on their mobile devices? (check all that apply)

Options:

- E-mail
- Text messaging
- Social networking/collaboration
- Web conferencing
- Sales Force Automation (SFA)
- GPS/directions
- Access/search reference material
- Point-of-need decision-making

Results:



Summary:

Responses dominated for communication-related activities (ie, e-mail, text messaging). Less than 1% of respondents identified the “access/search reference material” and “point-of-need decision-making” categories.



Topic: Mobile Applications for Learning and Performance Support

Question: Have you already integrated sales training or performance support activities that leverage mobile technology?

Results:

- 21% of respondents said that they have implemented a mobile-delivered learning or support activity

Types of activities identified were:

- Podcasting (no content category specified)
- Pull-through activity (compliance and business conduct training)
- Procedures/step-by-step instructions (no content category specified)
- Performance support/job aid content (no content category specified)

Topic: Needs/Opportunities for Mobile Learning and Performance Support

Question: Have you identified a need where a mobile application or solution would be useful to you in supporting your sales force?

Results:

- 27% of respondents said that they have identified a need for how a mobile-delivered solution would be useful in supporting their sales force

Types of activities identified were:

- Compliance training and assessment
- Procedures/step-by-step instructions/job aids
- Peer or expert knowledge sharing

Topic: Future Planning for Mobile Learning and Performance Support

Question: Are you interested in piloting mobile learning and/or performance support applications with your sales force?

Results:

- 32% of the respondents said they would pilot a mobile learning and/or performance support solution
- 68% of the respondents said they would consider piloting a mobile learning and/or performance support solution
- 1% of respondents said they would not consider piloting a mobile learning and/or performance support solution



Topic: Mobile Concerns/Challenges

Question: What specific concerns or challenges do you have regarding your sales force and its use of mobile technology?

Results:

Pre-defined categories were not provided; however, the following core categories were compiled from the overall aggregate results:

- Technology infrastructure/support
- Appropriate usage
- Device inconsistency
- Budget
- Compliance

