

Rapid Deployment Training of a CTMS

Michael O. Regentz, CeBSA, CPIM

Managing Director, Winchester Business Systems, Inc.

Many new and prospective clients have asked,

"What is the main factor in ensuring a successful deployment of a new CTMS?"

By and large, the greatest reason for failure in a deployment is the lack of proper preparation and training of the clinical operations team.

Here is a wonderful success story...

While many organizations have pursued a typical "Train-the-Trainer" approach for delivering training to their (large) internal teams, one client came up with a terrific method for rapidly amplifying and deploying the methodology broadly within their clinical trials organization - with wonderful results already reported:

The vehicle is via a CTMS Deployment kickoff (and pre-kickoff) series of events – the client's project management/CRAs organization said that it was the most useful and valuable system training event they had ever attended.

The process is to train a core set of people through one or more CTMS Demo Workshops well before the kick-off event, who then develop and tune demos for their specific trial teams. These tuned demos are then delivered in break-out sessions at a kick-off meeting (or similar event) to groups of project managers and CRAs, who then have the opportunity to practice using the system themselves in the same sessions.

I provided a two-hour Overview Demo Seminar at the beginning of the kick-off to help set the stage and to provide a template for the balance of the event. I also sat-in on many of the breakout sessions to provide coaching, feedback on individuals' training sessions and demos, tips, and guidance on techniques and demo strategy.

The end result is a rapid deployment of both the methodology and dissemination of targeted, crisp demos and hands-on training sessions through the clinical organization. It is an amplification technique that has shown remarkable returns!