CASE STUDY

A LIFE IN A DAY

REFRAMING COMMERCIAL CAPABILITY THROUGH THE PATIENT EXPERIENCE

L&D ENABLES COMMERCIAL TEAM TO WALK IN THE SHOES OF A PATIENT DURING WORKING DAY

- Embedded the patient experience at the heart of commercial learning to reshape how teams think, speak and decide
- Strengthened confidence and credibility in customer conversations by moving beyond clinical
- Aligned outcomes to commercial KPIs, enabling measurable behaviour change

INCREASING COMMERCIAL CONFIDENCE

A global pharma was preparing for the next phase of growth with a **new brand launch**. The commercial teams were regularly engaging with internal and external stakeholders, including HCPs, yet there was an awareness that those conversations were potentially focused on clinical and brand rather than the patient.

The organisation wanted to ensure that **every commercial conversation was grounded in a truly human understanding** of living with the condition - not on assumptions built over time.

increase in sales reps in understanding the impact of living with the condition

INNOVATIVE UPSKILLING FOR LAUNCH

The organisation had previously partnered with A Life in a Day to co-create an immersive patient experience for this therapy area. The impact had been strong enough that commercial leaders made a clear decision: this experience should become a **core part of how commercial capability is built year after year.**

Rather than treating patient understanding as a one-off initiative, the commercial learning was embedded into their wider performance framework. The goal was not awareness alone, but **measurable shifts in confidence, empathy, and the quality of customer conversations.**

100%

identified at least one action to change in their roles to improve their patient focus

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A LIFE IN A DAY

> I KNEW A LOT ABOUT THE CONDITION PRIOR TO THIS EXPERIENCE. TO KNOW IT IS ONE THING - TO OWN IT AND WALK IN THEIR SHOES - WAS EYE OPENING. IT'S A GREAT WAY TO UNDERSTAND THE DISEASE STATE, THE COMORBIDITIES AND THE 360-DEGREE VIEW OF SELF, OTHERS TO SELF, AND THE SILENCE ENDURED BY MANY - IT'S A LIFE ALTERING 'DAILY' EVENT!"
>
> SALES SPECIALIST

ALIGNED OUTCOMES FOR MEASURABLE ROI

By **aligning learning outcomes with existing commercial KPIs**, the experience became directly connected to how success was defined.

Changes and actions agreed through reflection workshops were shared with line managers, **enabling ongoing discussion** through regular appraisal and performance conversations.

Despite years of experience in the therapy area, many senior members of the commercial team openly acknowledged gaps in their understanding after taking part in the experience.

Participants consistently reflected that they had **underestimated the day-to-day burden faced by patients**, particularly the small but persistent challenges that shape quality of life.

agree it has helped increase their empathy for patients

would recommend the experience