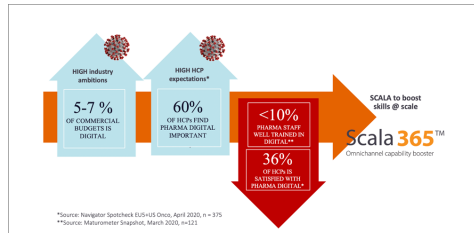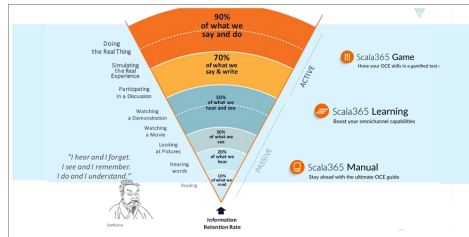# Scala 365™

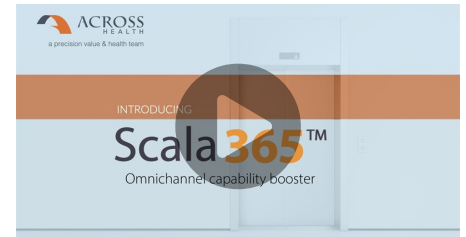## Capability-building at scale in the next normal

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What is the issue?

Life science companies need to boost their customer engagement teams' capabilities quickly...

How to cover the full "cone of learning"?

Watch a 10 minute introduction to Scala365

COVID-19: THE TIPPING POINT FOR DIGITAL TRANSFORMATION IN BIOPHARMA

Digital transformation in sales, marketing and medical has generally been slow in life sciences companies. Digital budgets have nudged up only slowly (and were mostly spent on technology), while capability levels have remained subpar. Indeed, well **below 10% fully believe their staff are well trained in digital** (2018-2020 Across Health Maturometer™).

With the arrival of COVID-19, the offline customer engagement model (which represented 95% of commercial budgets vs 5% for digital) came to a grinding halt. At the same time, customer expectations increased, with close to 60% of HCPs finding digital services by pharma important – but only 36% are satisfied.

Capability-building at scale in the next normal

Similar to other industries, **life science companies need to boost their customer engagement teams' capabilities quickly** (skills and knowledge, powered by a positive mindset) – across all customer-facing teams (sales, marketing, medical, access, patient affairs, etc.), all over the world. Meet Scala365™ by Across Health, an evidence-based, hypertargeted capability-boosting product suite for life sciences:

Scala365 **Learning**

Boost your omnichannel capabilities

Learn more

Scala365 **Game**

Hone your OCE skills in a gamified test drive

Learn more

Scala365 **Manual**

Stay ahead with the ultimate OCE guide

Learn more

Our track record

Across Health has a deep expertise in both traditional/F2F capability-building as well as online and blended learning. For instance, during the COVID-19 crisis, it opened up its 15 eLearning modules for free to the industry, with over 3,500 participants and over 20,000 courses taken. And what makes Scala365 truly unique, is that it is evidence-based: key Navigator365™ findings, Maturometer™ data and well-metricized case studies constitute the core of the Scala365 assets.

Scala365 **Learning**

Scala365 **Game**

Scala365 **Manual**

Our services and products: a comprehensive customer engagement ecosystem

The **Scala365** learning tools surround all 4-steps of our end-to-end OCE framework, and is tightly interwoven - as everything else we do - with the evidence base of Navigator365™ and Maturometer™.
We invite you to continue your discovery journey here...or contact us directly!

What's next?

Gaining **insight**

Building **strategy**

See full overview

Tracking **impact**

Optimizing **execution**

You're HERE now

Boosting OCE **capabilities**

We believe in OCE everything's connected.
Click any part of "the bigger picture" to see why... and how we can help.

KEY OFFERINGS

- Our methodology

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