



CASE STUDY

How Ipsen's global microlearning program boosted commercial sales confidence and year-over-year business growth

Audrey Bergeron, Global Commercial L&D Manager

In 2022, Ipsen's Global Commercial Learning & Development team partnered with a microlearning platform to modernize and unify their sales training across markets worldwide. The goal was to reinforce knowledge retention, ensure consistent messaging and support their salesforce with ongoing learning in a fast-changing, highly regulated environment.

This transformation helped Ipsen improve global training consistency, engagement and knowledge application, contributing to commercial sales growth in FY 2024.

The challenges

Ipsen faced several challenges typical of a global pharmaceutical company operating in a dynamic environment. Although each affiliate worked to prepare its salesforce, there was limited visibility into knowledge levels across markets, making it difficult to identify strengths and gaps on a global scale.

Research indicates that up to [90% of training content can be forgotten](#) within a week without reinforcement, risking critical loss of product knowledge. Additionally, frequent updates to clinical data, product information and regulations demanded a training approach that could quickly adapt.

Training content and messaging varied widely by country, resulting in inconsistent customer experiences and duplicated effort. And finally, limited resources in some countries also made it difficult to continuously update and deliver training effectively.



ABOUT IPSEN

Ipsen is a leading specialty biopharmaceutical company with nearly 100 years of expertise in oncology, neuroscience and rare diseases. Headquartered in Paris and operating in over 40 countries, Ipsen employs around 5,000 people, including 1,500 sales representatives who engage healthcare professionals in complex scientific discussions.



The solution

To address these challenges, Ipsen implemented a modern microlearning program that delivered short, interactive challenges spaced over several weeks. These bite-sized learning experiences fit seamlessly into daily workflows, allowing reps to reinforce knowledge without spending significant time away from selling.

The program used globally approved question banks to ensure consistent core messaging while enabling local markets to adapt content to their specific needs. Real-time analytics and heat maps provided leadership and managers with actionable insights into knowledge gaps, allowing targeted coaching and remediation to strengthen weak areas.

This scalable approach balanced global alignment with local flexibility and fostered ongoing learning.



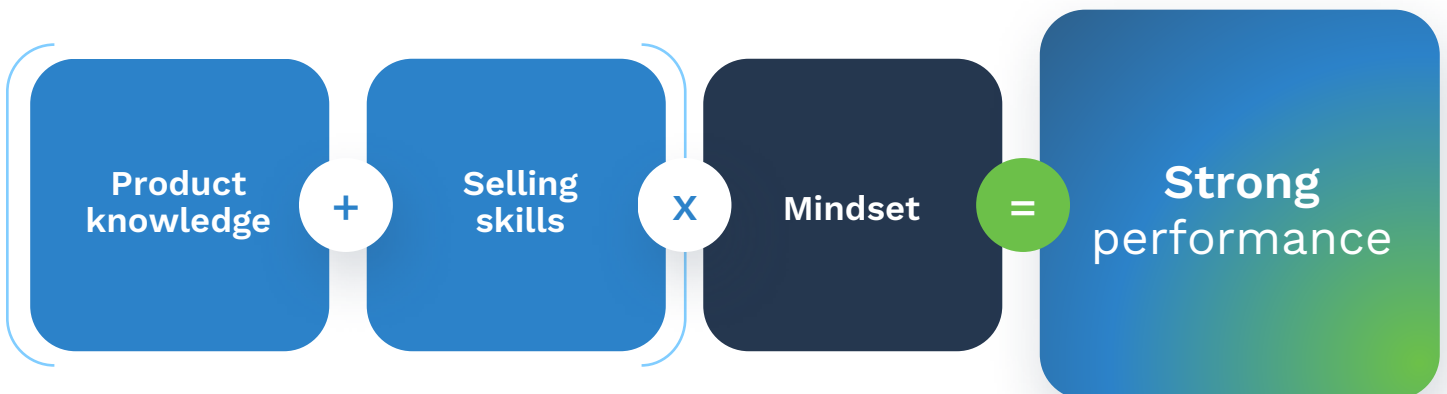
The strategy

Ipsen’s rollout was designed around five key priorities to ensure adoption and impact. They created global content templates that affiliates could easily localize, reducing duplication and resource strain.

Standardized training materials helped harmonize learning experiences worldwide while extensive communication and engagement secured buy-in from senior leadership and frontline managers, who became champions of the program.

The company configured analytics to measure retention improvements, engagement rates and knowledge gap closure activities, integrating these insights into blended learning models that combined microlearning courses with in-person workshops, virtual sessions and self-paced e-learning.

Ipsen’s continuous delivery of product knowledge, skills and mindset stayed true to their “magic formula,” driving sustained sales excellence.



The results

Since launching in 2022, Ipsen’s microlearning program has generated significant benefits across **knowledge retention, learner engagement, global consistency** and **operational efficiency**. These outcomes have contributed to a stronger, more confident salesforce and supported Ipsen’s commercial growth goals.



Knowledge scores increased across all brands, with sales reps beginning each year at a **higher proficiency** baseline.

Nearly **300 training campaigns** were launched in under three years, enabling **rapid and uniform dissemination** of critical product updates.

The program maintained a **high learner engagement rate of 94.4%** in 2024, with sales reps actively requesting more training campaigns.

Data-driven insights empowered managers to **tailor coaching** and **remediation**, exemplified by targeted team exercises in France that **improved weak areas**.

The culture shifted from one-time training events to **ongoing reinforcement, enhancing adaptability** in a dynamic, regulated environment.

Global training standards were **balanced** with **local flexibility** to accommodate regional regulations and market needs.

Sales rep **exposure to key brands** increased from **76% to 90%** between 2023 and 2024, **boosting confidence** in complex scientific discussions.

These improvements contributed directly to Ipsen’s **commercial sales growth** in FY 2024.

Operational efficiencies included **reduced duplication of training efforts, minimized time away from the field** and **scalable digital delivery** complementing in-person sessions.



Additional noteworthy outcomes

Beyond the primary results, Ipsen's microlearning program also delivered important secondary benefits. The program's **mobile-friendly**, multilingual design, combined with **gamification**, supported diverse learners and promoted **equitable development** across global teams. Visual elements paired with the questions and the formatting itself were thoughtfully adapted to align with **local practices**, further enhancing accessibility and relevance.

From an operational perspective, the program contributed to the **two-year strategic plans** of Ipsen's general managers, facilitating greater **global consistency** and increasing **agility in training delivery**. This improved agility played a key role in enhancing overall **organizational performance**.

In terms of cost savings, Ipsen minimized **duplication of local training efforts** through the use of **globally adaptable content**. Data-driven insights enabled **targeted training interventions**, which helped reduce the time sales representatives **spent away from the field**. Additionally, the microlearning program effectively complements in-person training by providing a **scalable digital solution**, further optimizing resource use.



“

Our field teams look forward to new waves of microlearning [...] when we launch a campaign, we immediately receive requests for more.”

Kleber Cosme, Training Coordinator at Ipsen

Looking ahead

Ipsen plans to continue evolving its training program by rolling out an AI content authoring feature designed to boost efficiencies and enhance the quality of training tools and strategy. The program's reach will expand to include up to 2,000 employees across Medical, HR and Business Excellence teams. Additionally, Ipsen intends to incorporate all general managers to align offices globally for effective deployment — ensuring teams are confident and consistent in discussing key brands with healthcare professionals.



CHECK OUT THE VIDEO WITH AUDREY BERGERON [HERE](#).

