



UNLOCKING the **FUTURE** of **LEARNING** and **DEVELOPMENT** in **BIOPHARMA**



MODAL is the app you need for all of your learning and development needs—a powerful, validated hybrid LXP/LMS that supports all popular learning modalities.



In the swiftly evolving landscape of healthcare and biopharmaceuticals, staying at the forefront of knowledge and skill is not just an advantage— it's a necessity.

- Leaders are responsible for guiding their organizations toward excellence, innovation, and patient-centered care.
- MODAL acts as a strategic partner in redefining learning and development paradigms.
- The goal of MODAL is not only to impart knowledge, but also to accelerate performance.

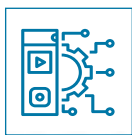
MODAL is device-agnostic and highly adaptable. It offers on-board, in-depth reporting and analytics for both the learner and the trainer.

MODAL's API ensures seamless integration with other systems, allowing users to expand their functionality and create a comprehensive learning environment.

Consider our out-of-the-box feature set:

- Personalized learning experience
- Content aggregation
- Social learning
- Skill pathways
- Microlearning
- Analytics/data visualization
- Bi-directional content flow with client systems
- Bi-directional data flow with client systems
- Semantic search (AI)
- SSO
- Question board
- Learning connections (social learning)
- Gamification
- Roadmaps
- Learning toolkit

MODAL is more than just a training platform. It offers a transformative journey that re-imagines learning and gives learners a fresh perspective.



“

We are stuck with technology when what we really want is just stuff that works.

—Douglas Adams

”



The Hub That Plays Nice With Others

- MODAL’s API enables seamless integration with other systems, fostering a cohesive ecosystem for learning, operational excellence, and strategic foresight.
- This interoperability is crucial for adapting to the evolving demands of the biopharma sector and the healthcare industry.



Personalized Learning Paths: The Gateway to Excellence

- MODAL uses learning strategy, machine learning, and data to create personalized learning journeys, enhancing training for both leaders and individual learners.
- Advanced AI curates tailored learning pathways based on each team member’s unique skills, experience, and preferences.



This tailored approach ensures that, whether you’re integrating a new hire or advancing the expertise of seasoned staff, every learning journey is optimized for efficiency, retention, and practical application.



synthesis

Performance Accelerator
powered by MODAL

- Gamified
- Social
- Personalized
- Data driven
- Experiential
- Motivating
- AI enhanced
- Micro
- Instructive



**“If you cannot measure it,
you cannot improve it.”**

—Lord Kelvin



The Power of the Learning Record Store (LRS)—Evidence-Based Learning™

- MODAL processes data from multiple sources to generate actionable insights, allowing you to improve deliverables by emphasizing successful strategies and discarding ineffective ones.
- The field coaching report (FCR), SHARP, captures data directly from customer interactions, enabling real-time progress monitoring and feedback for learners.
- Using data to tell a compelling story, MODAL provides insights that help convey important information effectively and improve overall learning and development quality.



Our mission is to transform team engagement with health-care providers (HCPs). MODAL's SHARP tool refines interactions into impactful learning moments, tracking and enhancing performance based on field data.

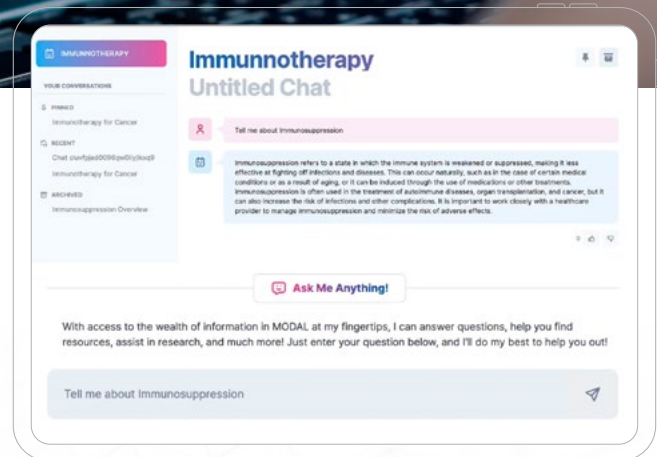
AI Librarian

Sometimes, you don't know what you don't know. Our AI Librarian feature can help you figure it out. By answering simple prompts, MODAL will dial up some content guaranteed to quench your thirst for knowledge.



Once Upon a Bit—AI Assist >

What we learn from everyday interactions with MODAL informs our next best actions for the learner. In the analog days of just a few years ago, that would require manual effort and a PhD in Excel's pivot tables. **Let MODAL do it for you with our AI Assist.** Learning utilization is an important dataset, but it's just one. What if you could add assessments and field coaching data to that? Could you tie it to your customer relations management (CRM) software or platform and sales data and add coaching feedback? A clearer picture of each learner begins to emerge. MODAL begins to personalize.



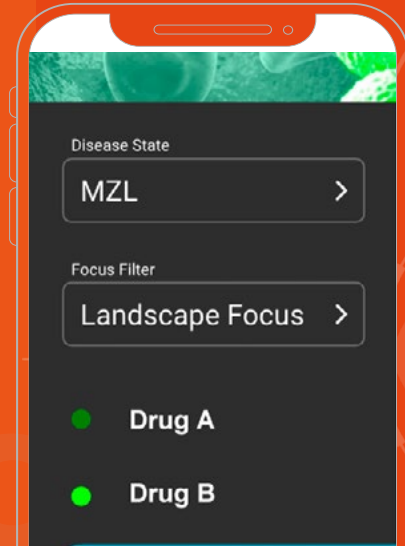
If you need further preparation before taking on the fullness of MODAL in your organization, we also offer AI Assist as a stand-alone package.





The Treatment Landscape >

The Treatment Landscape is a digital tool that provides **comprehensive information on the competitive landscape**, including competitor prescribing information, key studies, and other crucial details, before contacting an HCP.



The Patient Journey Experience

The Patient Journey Experience provides users with informative “cards” for reference when answering scenario-based questions. **Users can start at any point in the patient’s medical journey, choosing the best action based on the provided information.** Completing all scenarios gamifies and tracks the experience.

The Data Visualizer



The Data Visualizer provides **quick access to key clinical trial information** for just-in-time training.

Interactive data visualization helps learners refresh their knowledge before contacting an HCP.



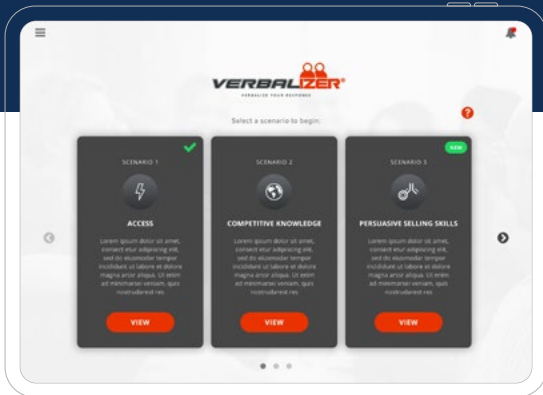
MODDIT Peer-to-Peer Learning

MODDIT Peer-to-Peer Learning offers a **safe and creative platform for collaboration**, enhancing content retention with structured and purposeful learning.

The MODAL AI engine provides key insights to support the MODDIT tool.

Technology is nothing. What's important is that you have faith in people, that they're basically good and smart—and if you give them tools, they'll do wonderful things with them... Tools are just tools. They either work, or they don't work.

—Steve Jobs



The Verbalizer

The Verbalizer tool has been enhanced with AI, enabling learners to receive feedback before submitting their recordings to their manager. The tool is powerful when the manager's human feedback is combined with AI.

Our visionary approach harnesses domain expertise in learning design with cutting-edge digital acumen, smart AI, and robust analytics to shape the future rather than react to it.

Tech Terms

Select each link below to learn more.

> LXP (Learning Experience Platform):

A platform designed to provide a personalized, social, online learning experience for users, typically for corporate education.

> LMS (Learning Management System):

Software for the administration, documentation, tracking, reporting, and delivery of educational courses or training programs.

> SCORM (Sharable Content Object Reference Model):

A set of technical standards for eLearning software that defines how online learning content and LMSs communicate with each other.

> API (Application Programming Interface):

A set of rules that allows programs to communicate with each other, serving as an interface between different software programs.

> SSO (Single Sign-On):

An authentication process that allows a user to access multiple applications with one set of login credentials.



In this era of technological abundance, **MODAL stands out by blending the best of AI innovation with the irreplaceable value of human insight.** Our team of experts works tirelessly behind the scenes, ensuring that every feature, tool, and update is aligned with ethical standards and geared toward **genuine, impactful learning experiences.** That means our technology is infused with the talents of everyone in Syneos Health Learning Solutions: solution designers, learning strategists, creatives, writers, and account teams.

The previous pages would be just a list of ingredients without the Learning Solutions team to **SYNTHESIZE** them into **a true Performance Accelerator.** Introducing...

synthesis
*Performance Accelerator
powered by MODAL*



For more information on the MODAL Digital platform, please visit us at:

**SyneosHealthLearning.com/
digital-optimization**