

# MEET **MODAL**

AN END-TO-END  
CUSTOMIZABLE  
OMNICHANNEL  
EDUCATION SYSTEM

We're on a mission to offer you an "all-in-one" and scalable solution that centralizes, elevates, and personalizes training.

Meet **MODAL**—our cloud-based learning experience platform (LXP) which can be customized to your specific learning and development needs.

We tailor and license versions of MODAL for our clients through custom service packages. As with all of our learning solutions, you can select from different levels of end-to-end support and expect a turnkey experience. This can include setup, hosting, training for your team, maintenance and updates!

**TELL US ABOUT YOUR TRAINING AUDIENCE, NEEDS, AND EXISTING SYSTEMS.**

Leveraging decades of industry expertise from crafting superior learning experiences for biopharmaceutical companies since 2004 ...  
**we will tailor a service package for your priorities!**



**AN END-TO-END**  
customizable omnichannel education system

## USING MODAL, HERE ARE SOME EXAMPLES OF WHAT WE CAN DO:

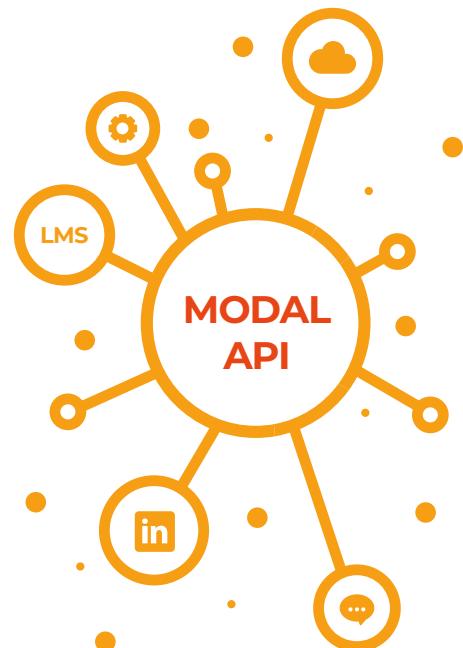
### 1 A CENTRAL "ONE-STOP" ACCESS POINT

- Do you currently use multiple systems and a range of technology?
- Have content from different training partners?

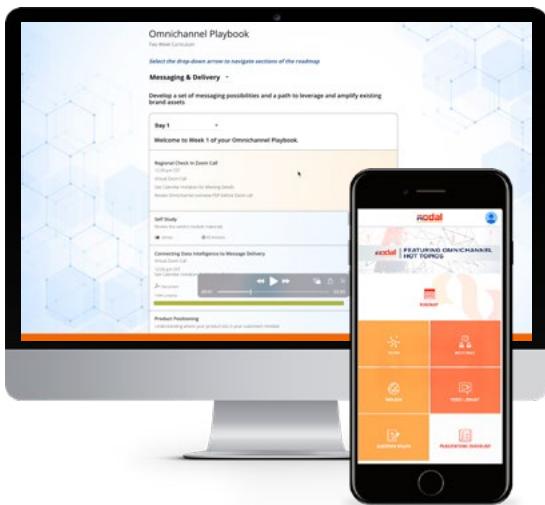
**MODAL can be your LXP, LMS, meeting application, coaching platform and so much more ... It's possible to have everything you need in one intuitive interface—optimizing cost and time!**

MODAL can house training that uses different learning modalities, including audio, video, eLearning and other types of content—from the same or different initiatives! Moreover, it is possible to develop content from within the system and organize training, including as a part of libraries or training pathways. Based on your needs, this can be a "all-in-one" solution that incorporates foundational training, job aids for action on-the-job, and/or upskiling initiatives. Consider including field coaching reports and annual assessments too.

We are happy to develop and tailor content for you. Or, based on your needs, connections to and from your existing systems can be made with our API. For example, with LinkedIn Learning or Veeva.



# PERSONAL RECOMMENDATIONS ▼



## 2 Personalized recommendations and adaptive learning.

- Is it resource-intensive to optimally target, distribute, and tailor learning for large numbers of people?
- Or, is this on your mind as your company grows?

### With MODAL, we can leverage an AI-powered recommendation engine to personalize training, at scale.

Based on your priorities, there can be multiple approaches to this. Machine learning algorithms can be used to curate personalized lists of recommendations for each person. It is also possible to provide people with a list of suggestions, based on what relevant peers found valuable via a rating system. To deepen the insights that inform recommendations, data from the entire omnichannel can be incorporated too.

As an other example, this can be role-specific. If advancing how to interact with a specific HCP archetype is a priority, sales reps may get a tailored list of recommendations to develop skills and knowledge for this purpose.

### With MODAL, individuals can additionally access MODAL through multiple channels—including via their laptop, tablet, or smartphone!

With this flexibility, individual users can optimize their learning experiences, based on their situation. Using a laptop may be optimal for an organized workshop. However, for “just-in-time” training in the field, a smartphone may be more ideal and accessible on-the-go.

## ▼ GAMIFICATION & MORE

### 3 Tools for gamification, tracking performance, and field coaching

- Do you find it hard to build-up intrinsic motivation towards training, especially with tenured people on your team?
- Are participation levels and attention hard to maintain?

### With MODAL, we can leverage a portfolio of features to deepen the social component of learning experiences and increase interactivity.

For example, each person has a profile and they can personalize their online social identity, including by adding an avatar.

It is also possible to increase engagement by integrating collaboration and teamwork. There are tools for badging pathways, custom roadmaps, micro-learning, games and quizzes. Advanced features include tools for field coaching reports (FCRs), peer-to-peer learning, verbal fluency, and coaching.



Whether it is for L&D, medical affairs, or other applications, let us use MODAL to build your ultimate omnichannel education system.



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

**SyneosHealthLearning.com/digital-optimization**