



SCIENCE ▶ CREATIVITY ▶ TECHNOLOGY ▶ RETENTION

Tipping Point Media prides itself on creating award winning, high-quality, interactive and experiential learning solutions. From creative storytelling to patient case studies to branching logics and simulation, our goal is to connect information to emotions to help garner retention. We strive to create open-ended interactive training that encourages learners to apply critical thinking skills to rich, complex, real-life situations.

We believe in the power of collaboration and that new ideas are formed and strengthened when maximizing the skills and unique perspectives each stakeholder brings to the project. We value the input and expertise generated through out partnerships on projects from the initial brainstorming phase through final delivery. Operating according to four core values of Science, Creativity, Technology and Retention, TPM's Artisan's of Experiential Learning innovate visually sophisticated, technologically advanced, measurable training and marketing solutions for the life science industries.

Our award-winning team is comprised of doctorate and graduate level instructional designers, strategic project managers, certified 3D medical illustrators, creative medical writers, graphic designers and programmers who collaborate to design creative, engaging, and instructionally sound solutions that will take your training to the next level.

Virtual Training Continuum

PREPARATION. APPLICATION. REINFORCEMENT.

Our award-winning approach to product launches challenges your sales force to engage and explore, ultimately reaching new levels of performance. Our approach consists of pre-launch, launch, and post-launch training solutions.

VR/AR/MR

Are you ready to experience a new reality? The differences between Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) can seem a little perplexing at first, but we promise in no time you will share our passion for the possibilities that exist with these technologies.

Virtual Reality (VR) is a fully immersive technology that embodies Tipping Point Media's philosophy on experiential learning. VR transforms the way content is delivered and allows for a hands-on, "learn by doing" approach to training initiatives. Why present your content on a flat screen when your audience could experience it in an immersive, 360-degree environment? VR solutions can boost engagement, increase knowledge retention, and connect people with your product in a new way – all while you are able to track and measure the results and metrics behind the scenes in our user-friendly VR/AR tracking system - The Realities CAMPUS.

Augmented Reality (AR) is a technology that expands the users view of the real-world by enhancing it with computer-generated three-dimensional images, sounds or videos. The best part? It doesn't require any special equipment – just a smartphone or tablet. Augmented Reality can get your learners out of their chairs and moving around interacting with the content -- and when your content is engaging, retention increases. From device simulations and disease explorations to sales simulations and scavenger hunts, augmented reality can take your content to the next level.

Mixed Reality (MR) blurs the lines between the physical world and the digital world. It falls somewhere on the spectrum between augmented reality and virtual reality, offering a more immersive experience than AR, but less immersive than VR. MR presents new innovative possibilities to learn by offering the ability to interact with digital assets and the real world at the same time.





Virtual Learning Philosophy

HOLISTIC APPROACH.

COMPREHENSIVE INSTRUCTIONAL STRATEGY.

We pride ourselves on developing innovative, creative and technically advanced training for the pharmaceutical, medical device and life science-related industries. We are committed to innovation, quality, engagement and positive experiences. It is our promise to achieve effective and proven results through the power of collaboration.

We take a comprehensive approach to training program design that focuses on building knowledge, then skills, then refining those skills continuously. We don't look at training as a single event but rather as a continuous improvement process that is ongoing throughout the tenure of the employee. Our learn-by-doing and metacognitive approaches to training allow us to create visceral and experiential learning solutions.



Virtual Solutions

Virtual Training and Marketing:

- ▶ Sales Training
- ▶ HCP Training
- ▶ Product Launch Strategies
- ▶ Interactive Troubleshooting/ Servicing Guides
- ▶ eLearning
- ▶ Mobile Learning
- ▶ Instructional Design for eLearning
- ▶ 3D Simulations
- ▶ Virtual Workshop Development
- ▶ 3D Medical Illustration and Animations
- ▶ Virtual Preceptorships
- ▶ Branching Logic eLearning & Sales Simulators
- ▶ CAMPUS (Online University)
- ▶ VR/AR/MR
- ▶ Detailing and Leave-Behinds
- ▶ Medically Certified MOD/MOA Experiences
- ▶ Medical Writing
- ▶ Trade Show Installations
- ▶ Patient Journeys
- ▶ Virtual Hospital Training
- ▶ Marketing Strategy
- ▶ Branding Design and Development
- ▶ Clinical Applications
- ▶ Gamification
- ▶ Data Tracking and Analytics Management System





Medical Device and Hospital Simulations

Simulations are one of the best ways to engage learners and TPM utilizes the most immersive simulation software and hardware available in today's market. Our medical device and hospital simulations provide open-ended, interactive training that encourages learners to apply critical thinking skills to rich, complex, real-life scenarios. With this type of experiential learning, learners gain deeper knowledge and insights as compared to just reading about a procedure or watching a video. With improved retention and hands-on approaches, simulation training can reduce the amount of time and costs associated with training. From virtual preceptorships and virtual surgeries, to medical device procedures and training, simulations offer a practical approach to training that enables learners to gain confidence faster.

Augmented Reality Selling Simulator

Our augmented reality sales simulator gives you the groundbreaking immersion of virtual reality without the fancy headset.

Imagine entering a virtual environment, having full, voice-controlled conversations with doctors and patients, all from your home office just by using your phone. It allows your learners to maintain human connection and gain all the benefits of live training from a safe, virtual setting.



Testimonials

“Working with Tipping Point has always been a pleasure! They bring lots of innovative solutions that are cutting edge in the learning space, understand our business, and their timely project management has made for great success with many critical learning initiatives.”

- Senior Director Sales Learning and Development

“By incorporating adult learning principles into our launch and new product training, TPM contributed to the overall success of increased clinical acumen of our sales force.”

- Product Manager

“TPM has proven time and again to be a trusted partner due to their exceptional project management, responsiveness and creativity.”

- Sr Manager of Learning Strategy and Design

THIS
IMAGE IS
AN AUGMENTED
REALITY TARGET!

1. Download the TPM AR app:
www.tipmedia.com/ar_demo
2. Download, then print
the AR target
http://tipmedia.com/ar_demo/arposter.pdf





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