

How Bayer Oncology Certified 90% of Its Field in Seven Days

When FDA approval landed earlier than planned, Bayer Oncology used AI-powered roleplay and certification to get nearly 300 reps ready for the field — without adding trainer headcount or slowing the launch.

90%

OF THE FIELD CERTIFIED WITHIN SEVEN DAYS

34%

OF THE FIELD CERTIFIED WITHIN THE FIRST 48 HOURS

100+

REPS READY FOR THE FIELD BY THE NEXT BUSINESS WEEK

THE CHALLENGE

Certifying the Field Under Extreme Time Pressure

FDA approval for a major new indication arrived earlier than anticipated, compressing Bayer Oncology's certification window. Nearly 300 field reps needed to be certified quickly, consistently, and objectively before a single customer conversation could happen.

The problem was capacity. With a small central training team and a traditional one-on-one certification model, completing certification at scale would have required an estimated 33 days, a timeline the compressed launch window could not accommodate.

THE SOLUTION

AI-Powered Practice and Certification, Available at Scale

Bayer Oncology put practice and certification on Quantified, available simultaneously and on demand. Reps practiced against AI roleplay built from approved launch materials, on their own schedule, then moved into modular certification when ready, no longer waiting on trainer availability. Each session was evaluated consistently against Bayer-approved criteria, giving reps repeated opportunities to improve while providing leadership with a clearer view of progress across the field. When last-minute FDA and MLR updates landed before launch, content was updated fast enough to keep certification on track.

CUSTOMER SNAPSHOT



The oncology commercial division of Bayer, a global pharmaceutical company, preparing for a new indication launch.

INDUSTRY	Pharma / Oncology
USE CASE	New indication launch
FIELD FORCE	300

WHAT WAS AT STAKE

Time to market. The traditional certification timeline could have limited Bayer's ability to fully activate the field during the opening weeks of launch.



A Launch-Ready Field in Days, Not Weeks

90% of the Field Certified in Seven Days

Bayer Oncology certified 90% of the field within seven days, compared with an estimated 33-day timeline under the traditional one-on-one model. Thirty-four percent of reps certified within the first 48 hours, putting more than 100 reps in position to enter the field at the start of the following business week.

Earlier, More Consistent Visibility Into Readiness

Historically, Bayer’s readiness view centered on the outcome of a live certification session. Quantified added visibility into practice frequency, time spent practicing, proficiency progression, and certification performance, giving leadership an earlier and more complete picture of readiness across the field.

Stronger Performance Through Repetition

Reps logged an average of 3 hours and 27 minutes of practice each, with 98.5% engagement across the field. Average scores rose from 2.6 during practice to 4.14 at certification, and hundreds of trainer hours were saved by eliminating manual scheduling and one-on-one assessments.

RESULTS AT A GLANCE		
METRIC	BEFORE	WITH QUANTIFIED
Certification timeline	~33 days (modeled)	7 days
Certified within 48 hours	Not measured	34% of the field
Field engagement	Informal confirmation	98.5%
Avg. score from practice → certification	Not measured	2.6 → 4.14
Trainer hours	Manual 1:1 scheduling	Hundreds of hours saved

Results based on Bayer Oncology program data. The traditional timeline was modeled using the number of eligible representatives, two trainers, and the previous one-on-one certification process. Engagement reflects reps practicing in the platform. Scores are based on a five-point proficiency scale.



"Leveraging AI in our certification process allows us to be more targeted in our training initiatives. We know exactly what and where the knowledge and skill gaps are, allowing us to tailor training initiatives where the team needs it most. Our learners also get immediate and detailed feedback, better equipping them to own their development."

Roseann Kovelman • Director, Bayer Oncology

Quantified is the AI Sales Coaching Platform for life sciences and regulated commercial teams. It turns approved content into scalable practice, assessment, and certification experiences, helping reps build confidence while giving leaders earlier visibility into readiness across the field.

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SCAN TO SCHEDULE