

Match the Model to the Market - and Evolve the Approach with the Model

Make the most of your Field Sales Teams and
your Multi-Channel Marketing efforts -
and help Patients achieve better Outcomes.

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2015 eyeforpharma Customer Engagement Summit

November 20, 2015

“People think we’re in the **drug** business, and we are, but...
we’re really in the **information** business.”

Matt Emmens
VP, Sales, AstraMerck
AstraMerck Company Launch
June 1, 1992



“Can Access Limits on Sales Representatives to Physicians Affect Clinical Prescription Decisions?”

George A. Chressanthis PhD, Pratap Khedkar PhD, et al.

The Journal of Clinical Hypertension
[Volume 14, Issue 7, pages 435–446, July 2012](#)

“These findings emphasize that limiting access to pharmaceutical representatives can have the unintended effect of reducing appropriate responses to negative information about drugs just as much as responses to positive information about innovative drugs.”

Markets: Fundamentally Different

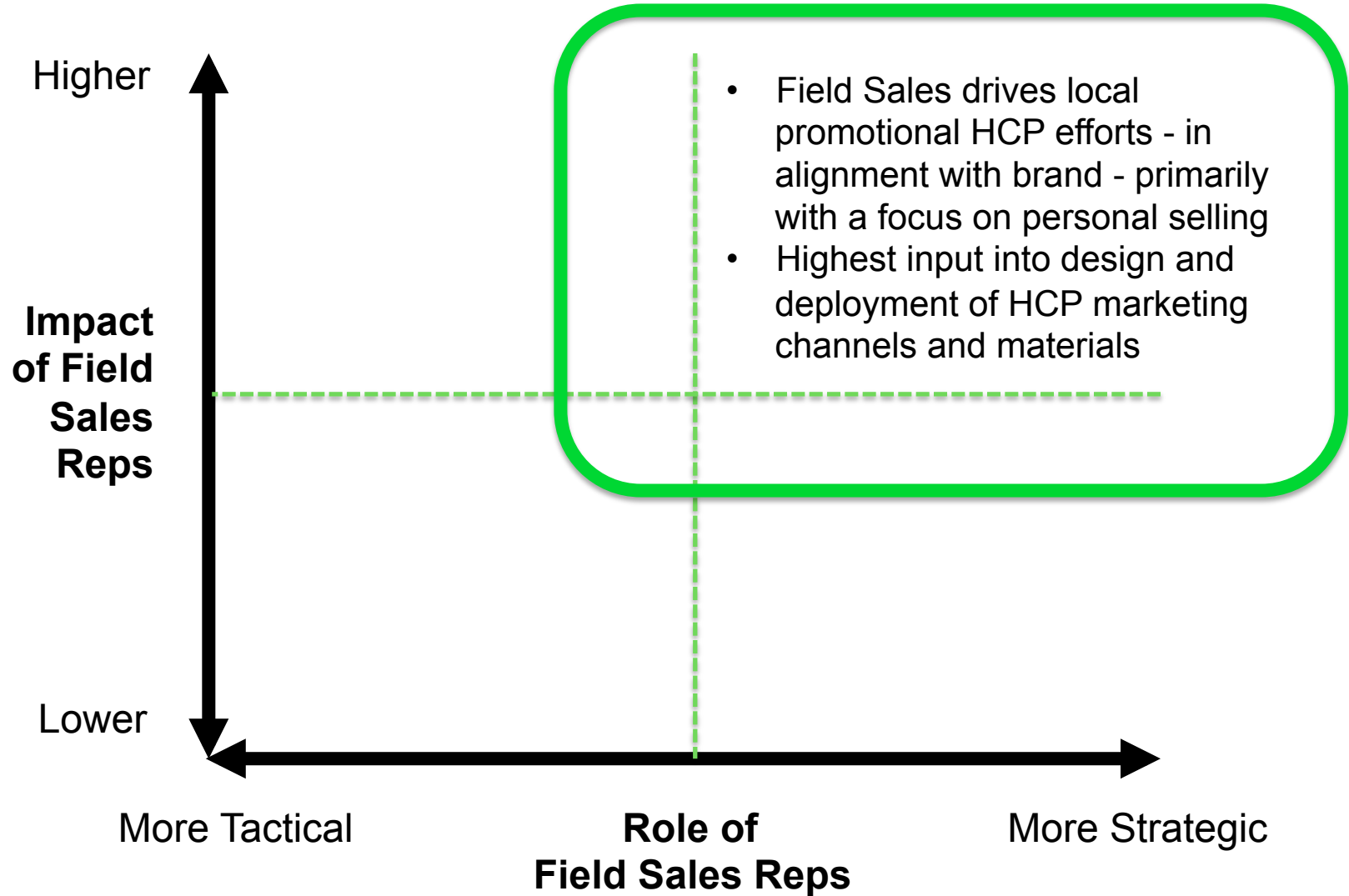


Role of Reps: Somewhat Varied

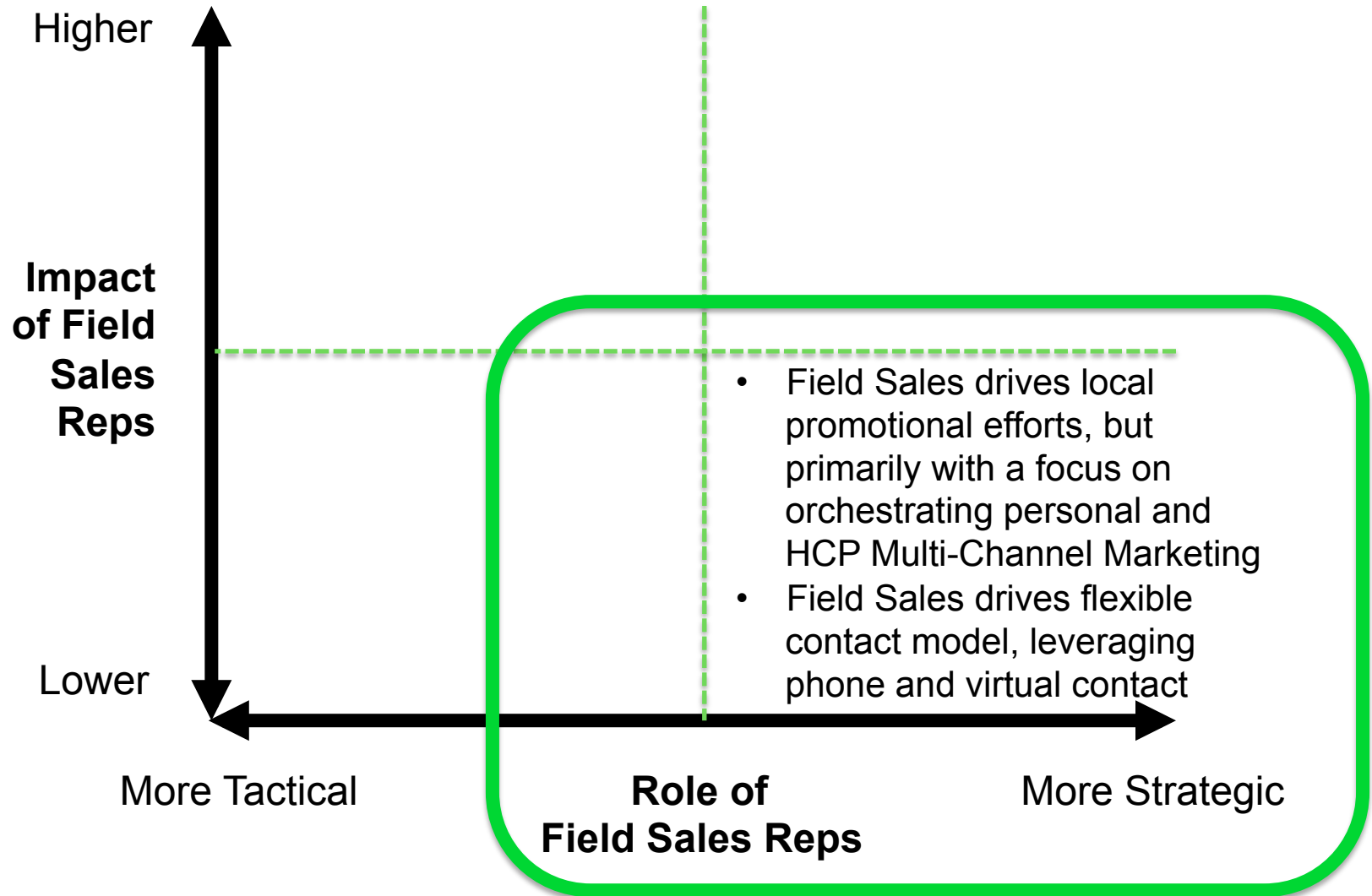
- More highly-specialized, higher science drugs and conditions which are growing as science continues to advance, e.g.
 - Biologics, biosimilars
 - Rare and orphan diseases
- Engage/partner more within practices and at account levels, e.g.
 - Centers of Excellence
- Seen more as “local marketers”
- Growing focus on Outcomes, RWE



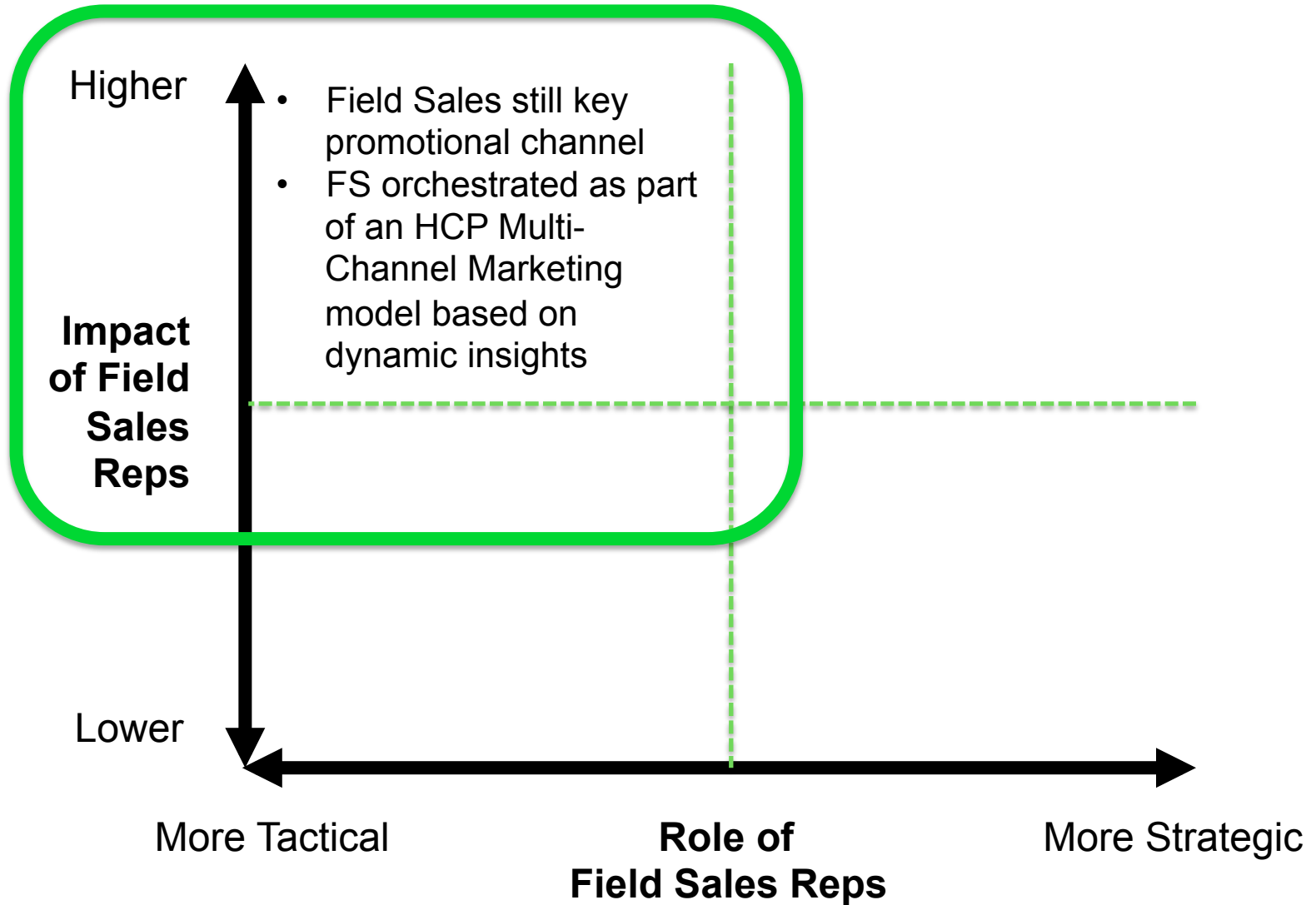
Match the Model to the Market



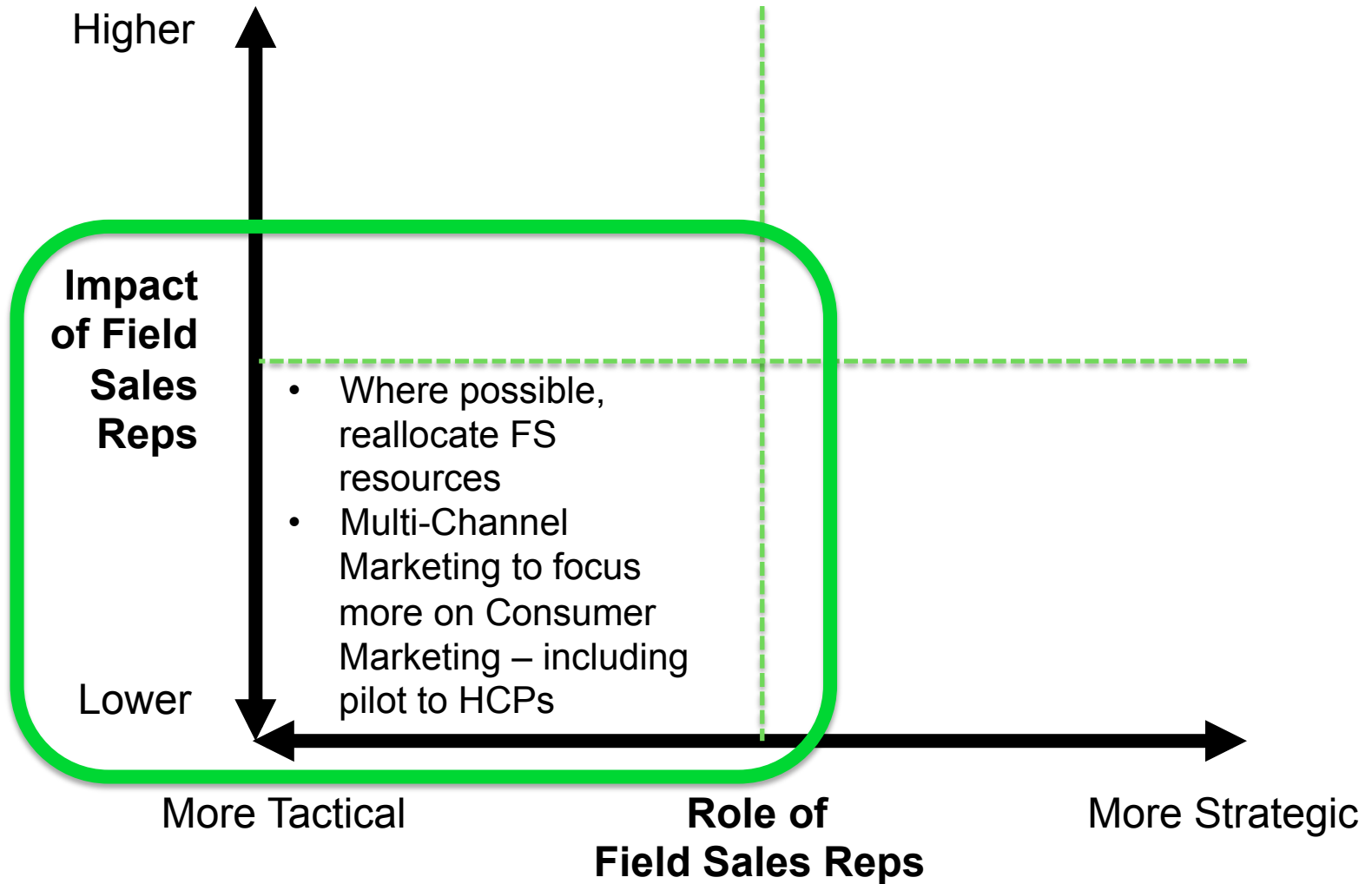
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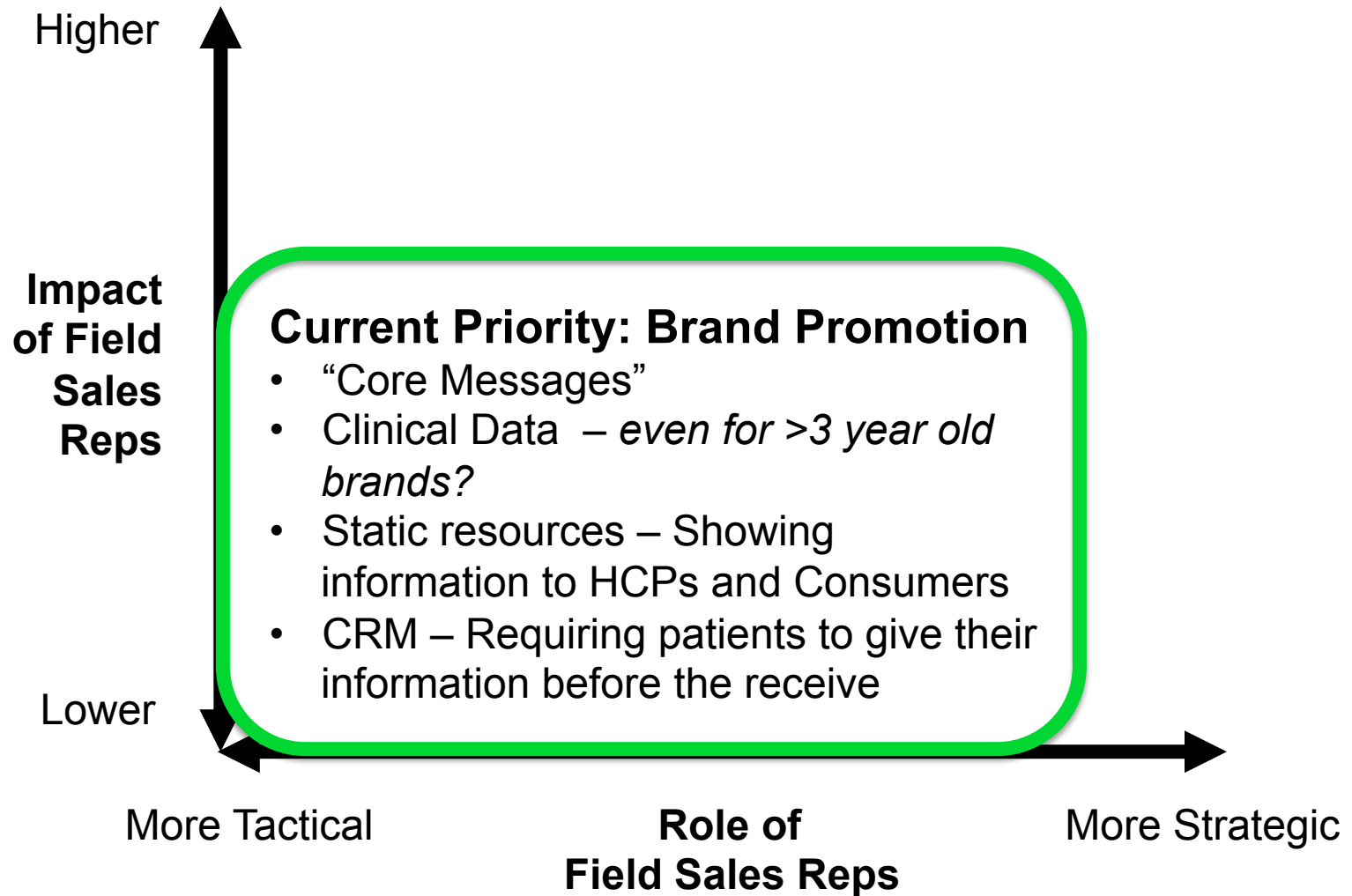
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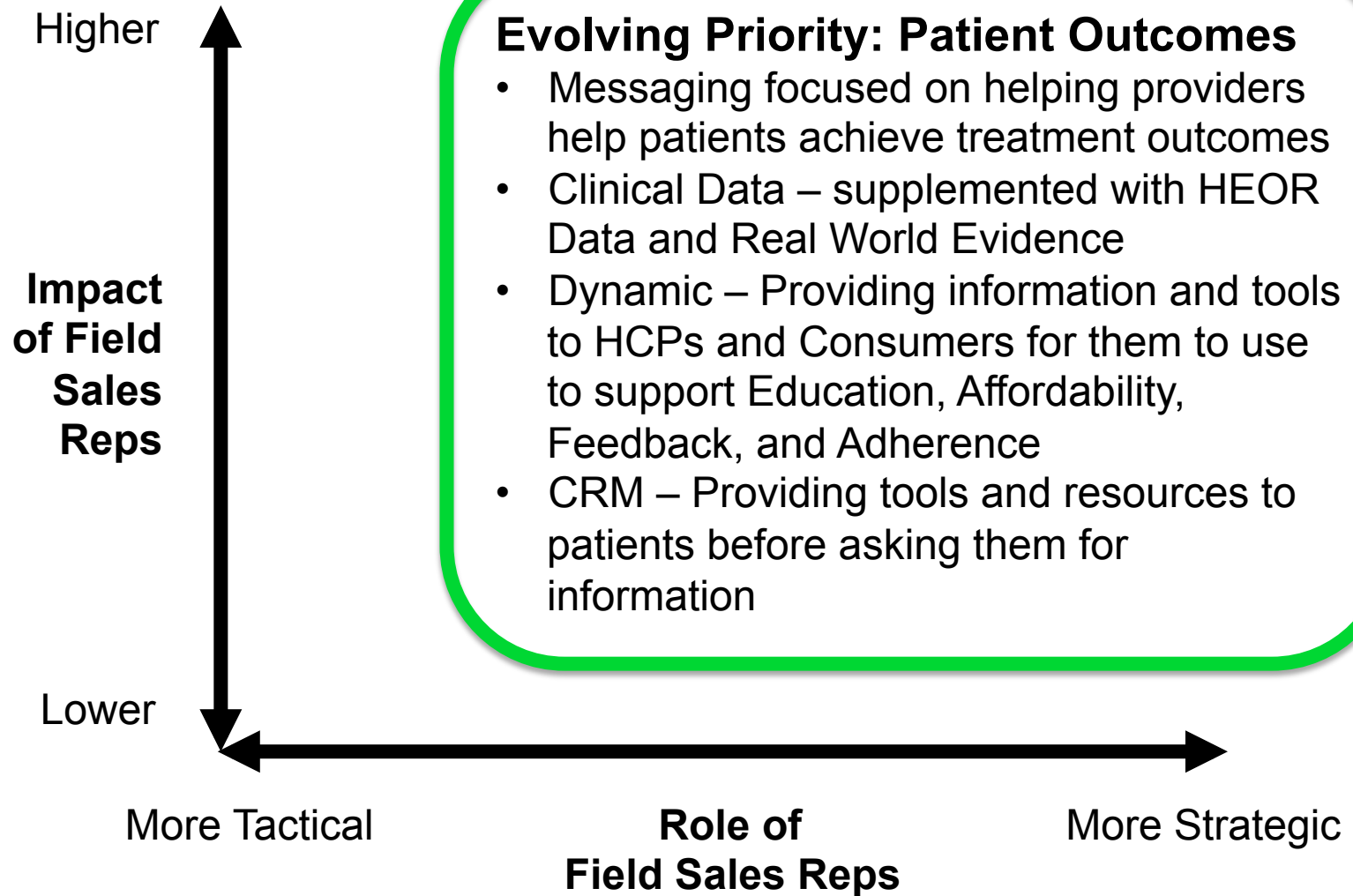
Match the Model to the Market



Evolve the Approach with the Model



Evolve the Approach with the Model



Evolve the Approach with the Model

Provide HCPs with Tools and Resources to Help Them Help Patients Achieve Better Outcomes

2015 Accenture White Paper

“Patient Services: Pharma’s Best Kept Secret”

- Survey of **10,000** Patients Worldwide
- Only **19%** of Patients were aware of pharma resources
- **58%** would use them once they were aware of them
- **85%** of those Patients would look to their HCP to provide them with the services
- **6%** would look to their Insurers
- ...**1%** would look to Pharma

Engage Cross-Functional Teams For Results

Transform how **all** your teams think of and treat each other
(Marketing, Sales, Compliance, Legal, Medical, Regulatory)



“Suppliers”

- Execution-focus
- Accountability for execution of an agreed-upon number of activities and/or fulfillment of adherence to plans

“Partners”

“Customers”

Engage Cross-Functional Teams For Results

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(Marketing, Sales, Compliance, Legal, Medical, Regulatory)



“Suppliers”

“Partners”

“Customers”

- Current need-focus
- Prioritizing immediate needs over the long-term or even medium- or short-term priorities of marketing / brand / customers

Engage Cross-Functional Teams For Results

Transform how **all** your teams think of and treat each other
as Partners



“Suppliers”

“**Partners**”

“Customers”

- Patient and Business Focus
- Providing more input into strategies and promotions – results in better execution
- Proactive approach to anticipating and fulfilling customer expectations
- Enabling and conducting more valuable interactions with customers to help achieve business objectives

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