

Scientific Engagement

SITUATION

- ◆ The client conducted an internal STEM survey which highlighted a number of development areas within the field Medical team
- ◆ The main areas of focus were around Scientific Engagement with HCPs across all therapy areas

STRATEGY

Amplity partnered with the client to create and deliver a multitude of capability development interventions including:

- ◆ New Hire Communication Skills
- ◆ Advanced Professional Medical Communication
- ◆ Coaching Skills
- ◆ Facilitative Clinical Presentation
- ◆ Medical Information

RESULTS

- ◆ On average 98% of the delegates rated the interventions as 4/5 and above (where 1 is of no value and 5 is of great value)
- ◆ After 2 years a follow-up STEM survey was conducted, demonstrating a significant improvement in HCP Engagement

STEM HCP ENGAGEMENT STEPS		Pooled Average evolution	
		Previous wave	Current wave
KNOWS	...the profile of the HCP	+	+
	...the outcome they want to achieve beyond data delivery	-	+
UNCOVERS	Seeks to understand HCPs insight into the therapy area (WHAT)	+	++
	Seeks to understand HCPs insight into the product (WHAT)	+	++
	Seeks to understand rationale behind these views (WHY)	=	+
CONFIRMS	Seeks to understand if the HCP's view has evolved as a result of the conversation	=	+
	Agrees next steps the MSL needs to take	=	+
	Agrees next steps the HCP needs to take	=	+
	Agrees a follow up visit	+	++

+ ↑ Industry Av. = Industry Av. - ↓ Industry Av.