



Game Planning for HCP Segments Workshop

Adempas[®] Plan of Action
Meeting February 2024



Introduction



Workshop Objective

By the end of this workshop, you will be able to:

- Plan an engaging call tailored to a healthcare provider's (HCP's) segment and current Adempas prescribing practice with the goal of moving the HCP through the messaging sequence

Agenda for Game Planning for HCP Segments Workshop

Total time: 90 min



Introduction

In the main room, the facilitator will review the agenda, learning objective, elements of a good story, CuES considerations, ideal message sequencing, and Miro functionality.



Focused Drills Trading-HCPs

In preassigned breakout rooms, consultants will be grouped with peers who were assigned to the same HCP segment.

Consultants review 2 HCP Activation Grids completed by their peers, and then provide feedback on the call plan for the prioritized HCP.



Break



Game Strategy Share-Out

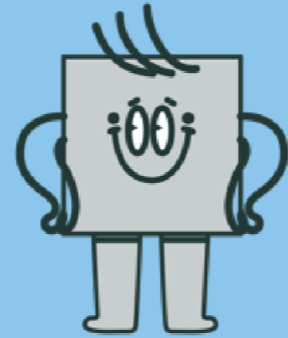
In mixed-segment breakout rooms, consultants share their call plan and strategy for their prioritized HCP.



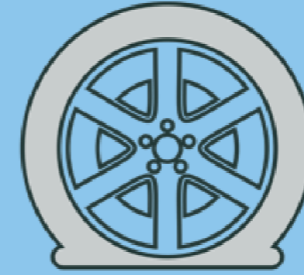
Workshop Huddle

In the main room, the facilitator will lead a debrief on key takeaways from the workshop.

The 6 Elements of a Powerful Story



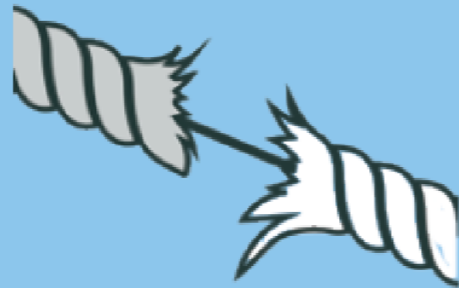
Identifiable
Character



Relatibility



Novelty



Significant Moments
of Tension



Authentic Emotions



Specific Details

CuES Considerations

CONNECT

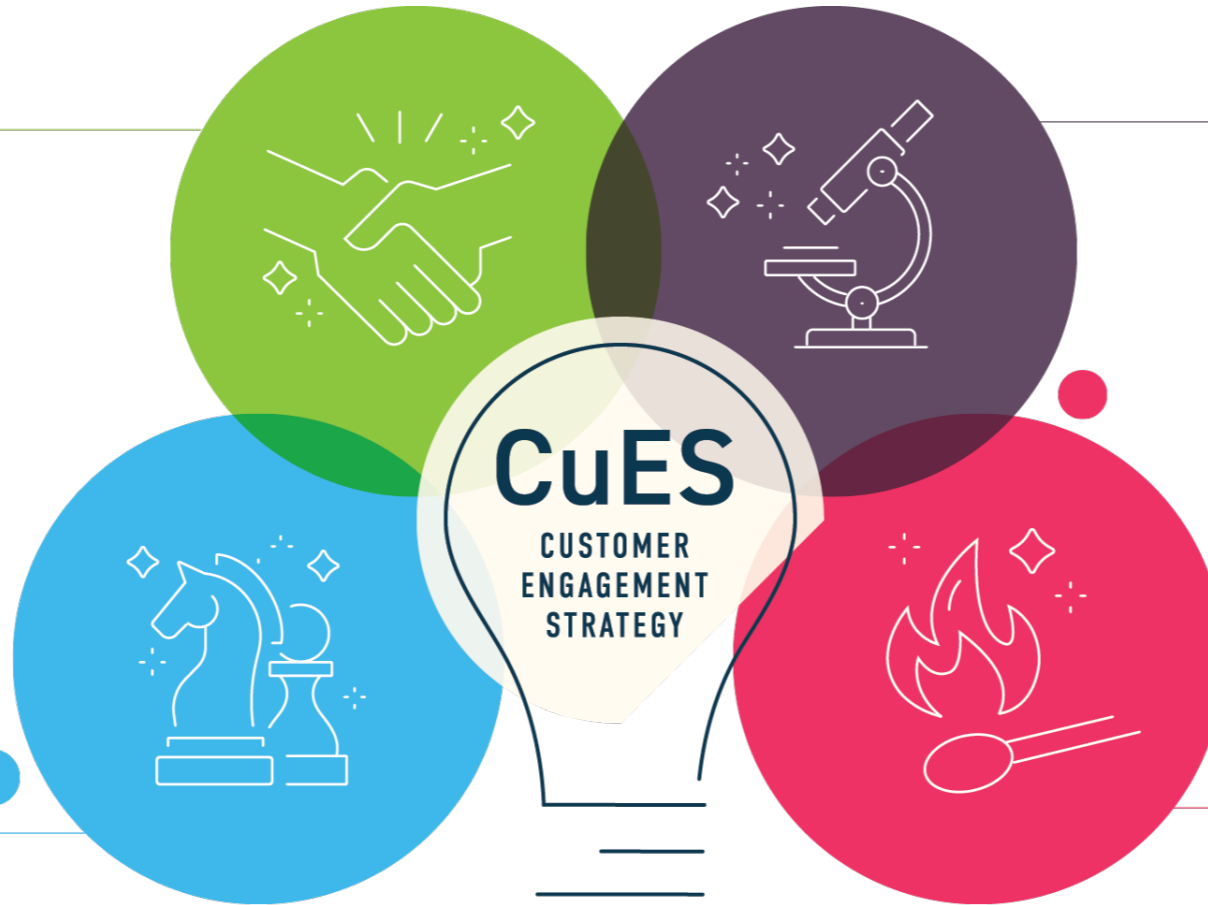
Recognizes how to match their customers' preferred communication style

- Be self-aware
- Seek to understand
- Communicate with purpose

POSITION

Delivers tailored solutions anchored around a specific challenge and patient benefit

- Maximize your resources
- Create linkages
- Make time for reflection



DISCOVER

Understands their customer using available treatment algorithms, insights, and prior knowledge

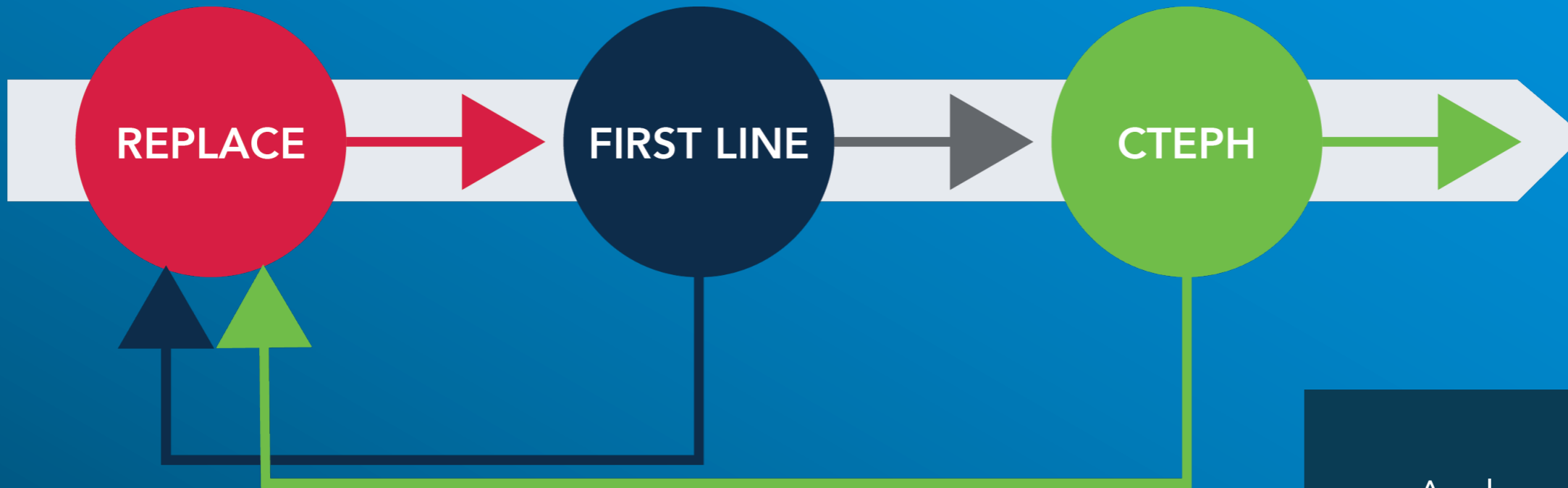
- Challenge to expand thinking
- Align the appropriate resources
- Take action

IGNITE

Catalyzes action by asking for a mutual commitment to next steps

- Question to deepen your understanding
- Listen with intent
- Stay curious

Ideal Message Sequence



- Analyze current HCP prescribing behavior to determine engagement objectives
- REPLACE remains the priority and the fall back

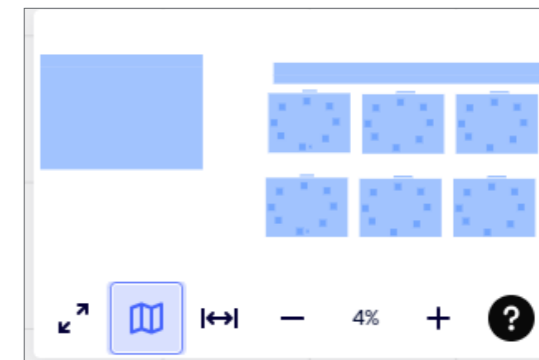
Miro Board



- Your completed HCP Activation Grids have been organized by HCP segment onto a Miro Board
- Before we begin the first workshop activity:
 - Ensure you have access to the Miro Board
 - Find **your** HCP Activation Grid on the board in preparation for this workshop

Instructions for Using Miro

- Miro is a giant whiteboard space that allows you to zoom in and out
 - You can use the **wheel on your mouse**, or
 - Use the buttons in the bottom, right corner
- To **move around**, you need to right click and hold before moving your mouse
- Each one of you has a **dedicated board** with your completed HCP Activation Grid with your name at the top. **Use Ctrl + F to search for your name**
- You will move clockwise from your own HCP Activation Grid to provide feedback on 2 other people's HCP Activation Grids by using the **sticky notes provided**
- Select the **cursor button on the left** to toggle between a cursor or a hand
 - **Cursor:** Use the cursor to select sticky notes to provide feedback.
 - **Hand:** Use the hand function to move around the board
- Our work is saved automatically, so there is no need to remember to save
- If you get lost, you can use:
 - The **map function** in the bottom, right corner to help find where you need to be
 - Ctrl + F to search for the HCP segment, your name, or a peer's name to find what you want on the board



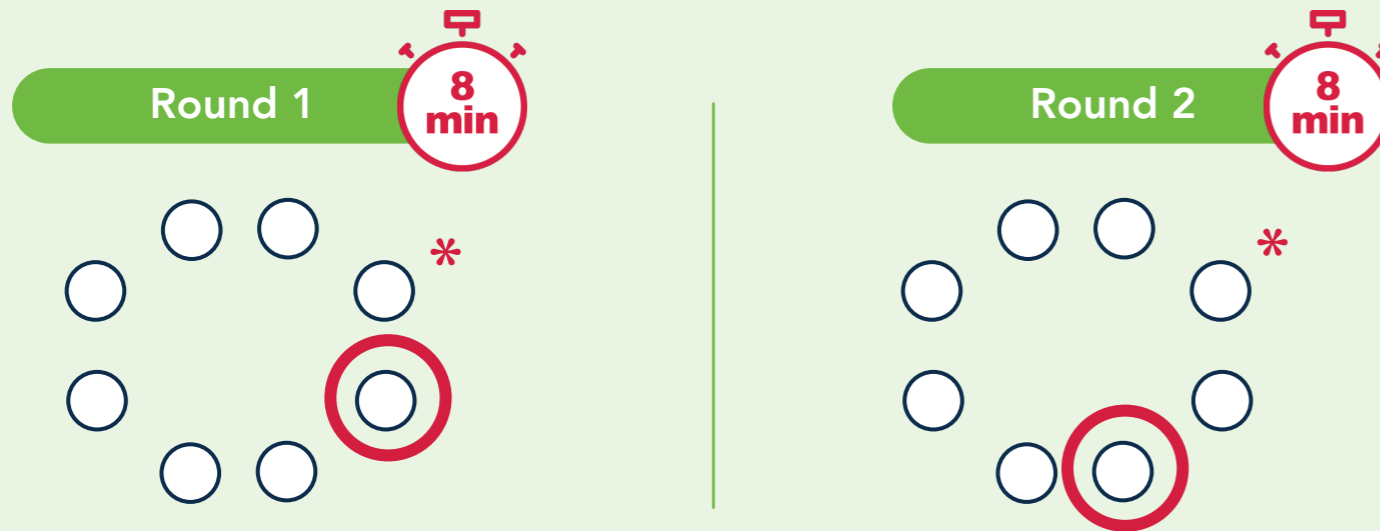
Focused Drills: Trading HCPs



Focused Drills: Trading HCPs Instructions

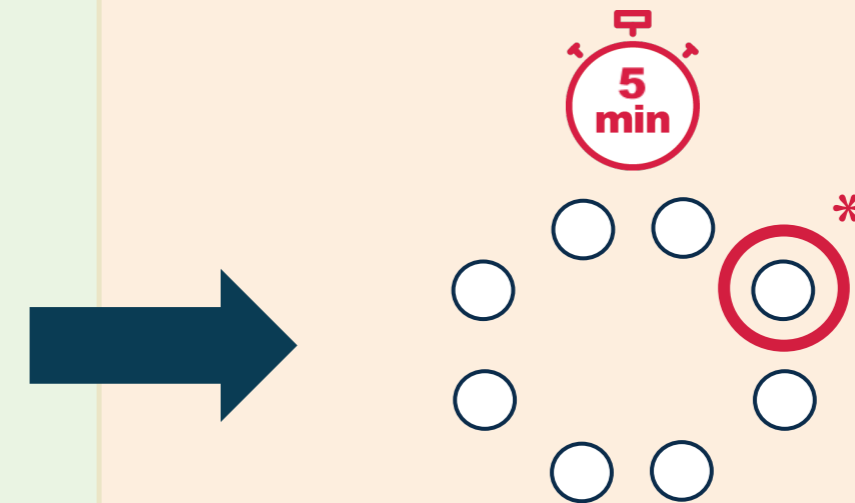
IN A BREAKOUT ROOM:

1 Provide input on your peers' call plans



- Your HCP Activation Grid on the Miro board is your starting point
- Each round, move one grid to the right
- Review the completed HCP Activation Grid
- Using the provided sticky notes, add input to the pre-call plan

2 Review feedback on your call plan



- Review comments on your HCP Activation Grid

* Signifies your HCP Activation Grid

Breakout Room Assignments for Trading HCP Activity



HCP SEGMENT	Segment A CTEPH	Segment A Transition	Segment A First Line
FACILITATOR	Dennis Kvesic	Terrance Robinson	Maribel Garcia-Rodriguez
CONSULTANTS	Iretta Brennan Cathy Carroll Ramona Rivera Kari Hanson Jennifer Coleman Christine Ho Sean Farrell	Eric Hampton Anne Adelstein Terry Usiak Alice Jones Anais Asatourian Timothy Carmoady Samantha Mitchell	Kristin Gease Leanne Dimitrijevic Steven Levine Jason Cook Cheryl Nichols John Hoffman Steven Kafchinski Sandra Lorenz
HCP SEGMENT	Segment B CTEPH	Segment B Transition	Segment B First Line
FACILITATOR	David Heindl	Hope Bannister-Nicius	Joseph Busciglio
CONSULTANTS	Christopher Ingalls John Cortez Bernadette Aquino Lisa Rodriguez Willie Jones Jill Perera John Papamechail	Mark Failor Timothy Neumann Enrique De la Cruz Otero Phillip Nixon Marcos Jimenez Reid Morgan Jill Mirsky	Kenneth Keller David Graham Pablo Suarez Brian Wilson Eric Kent Heather Tebbutt Jennie Smith

5-minute Break

STAY IN THE MEETING



Game Strategy Share-Out



Game Strategy Share-Out

IN A BREAKOUT ROOM: Mixed Segment Share-Out



Room facilitator will share on their screen an HCP Activation Grid prepared by a consultant in their breakout room



That consultant should share the following information from their call plan as time allows:

- What is the HCP segment?
- What is the call objective?
- Which key messages or data do you use?
- How do you use storytelling techniques?
- What are some objections you anticipate and how would you overcome them using positive tension?



Repeat the process with the next HCP Activation Grid and consultant



If you are the second consultant sharing a call plan for a specific HCP segment, highlight what is different from your call plan to build on the discussion.

Workshop Huddle



Workshop Huddle



- What best practices will you use when pre-call planning?
- What did you learn from your peers? Is there anything that you would do differently as a result?
- How was the HCP Navigation Grid similar or different than the way you pre-call plan?
- What questions do you have about pre-call planning for each HCP segment?
- What are some key takeaways from this workshop?

Thank You!

