

# Patient Journey Curriculum

<b>Phase 1 CONNECT</b> (1 day with DM)	<b>Day 1</b> Leadership Kickoff Video   Patient Journey Video   Provider Perspective Video   Training Expectation Video   Training Guide   Coaching Guide								
<b>Phase 2 DEEP DIVE</b> (15 days of home study)	<b>Day 1</b> <b>Case Study Round 1</b> (Pre-diagnosis) Modules	<b>Day 2</b> <b>Case Study Round 2</b> (Diagnosis) Modules Guidelines Virtual Study Group	<b>Day 2-3</b> <b>Case Study Rounds 3-4</b> (Treatment Cycling) Modules Guidelines DSA Selling Skills Virtual Study Group  <b>Day 4</b> <b>FIELD DAY</b> (DSA Focus)	<b>Day 5</b> <b>Case Study Round 5</b> (Treatment Consideration) DSA FaceTime Modules Snapshots Guidelines  <b>Day 8</b> <b>FIELD DAY</b> (CVA Focus/Competitors)	<b>Days 6-7</b> <b>Case Study Round 6</b> (Treatment Choice) Modules Snapshots CVA Selling Skills Virtual Study Group	<b>Day 9</b> <b>Case Study Round 7</b> (Onboarding) CVA FaceTime Onboarding Resources Selling Skills Virtual Study Group	<b>Day 10</b> <b>FIELD DAY</b>		
	<b>Days 11-13</b> <b>Product 2</b>		Case Study   Modules   Snapshot   Competitor Snapshots   Virtual Study Group					<b>Day 14</b> <b>FIELD DAY</b>	
							<b>Day 15</b> <b>COMPLETION DAY</b> Exam   Phase 3 Prep   Virtual Study Group		
<b>Phase 3 SIMULATE</b> (10 days of live training)	<b>Day 1</b> <b>Disease State—Unbranded</b>  Patient Speaker  <b>Plan:</b> Disease State Focus • DSA activities  <b>Appointment Call:</b> Meet the offices and DSA call  <b>Plan:</b> Postcall Plan • Feedback • Selling Skills Planning Tool  <b>Homework:</b> Review Product Info Prepare for appointment call Learning Activity—Clinical Studies		<b>Days 2-3</b> <b>Product—Branded</b>  Marketing Presentation  <b>Plan:</b> Selling—Mock Territory • Selling Skills Planning Tool  <b>Appointment Call:</b> Product  <b>Plan:</b> Product • PI Strengths/Weaknesses • Clinical Studies activity  <b>Appointment Call:</b> Product  <b>Homework:</b> Review competitor materials Prepare for appointment call Learning Activity—Competitors		<b>Days 4-5</b> <b>Competitors</b>  <b>HCP1 TRAINING MATERIALS</b> <b>Appointment Call:</b> Product with competitor objection  <b>Plan:</b> Competitors - HCP1 • Strengths/Weaknesses • PI/Clinical Study activity • Selling Skills Planning Tool  <b>Appointment Call:</b> Product for HCP1  <b>Plan:</b> Pre-call/Postcall  <b>Homework:</b> Review Onboarding Resources— Messaging and Office Training Learning Activity—Onboarding  <b>Repeat Training Materials for</b> <b>Competitor HCP2</b> <b>Repeat Training Materials for</b> <b>Competitor HCP3</b> <b>Repeat Training Materials for</b> <b>Local Competitors</b>		<b>Day 6</b> <b>Treatment Plan</b>  <b>Appointment Call:</b> Onboarding focus  <b>Plan:</b> Onboarding  <b>Appointment Call:</b> Onboarding Message  <b>Plan:</b> Mapping the Office  <b>Appointment Call:</b> Mapping the Office  <b>Plan:</b> Challenge Scenarios  <b>Homework:</b> Review Selling Skills Planning Tool for all accounts	<b>Day 7</b> <b>Putting It All Together</b>  <b>Appointment Call:</b> Product  <b>Plan:</b> Objections  <b>Appointment Calls:</b> Objections/TOC  <b>Appointment Calls:</b> Product  <b>Day 8</b> <b>Simulation Day</b>  <b>Appointment Calls:</b> Territory simulation on all accounts  <b>Day 9</b> <b>Planning for the Field</b>  Simulation postcall discussion Feedback with DM/DST & self-evaluation Phase 4 Overview	
	<b>Month 1</b> <b>Territory Specifics</b>		<b>Months 1-2</b> <b>Account Mapping</b>		<b>Month 3</b> <b>Patient Flow</b>		<b>Month 4</b> <b>HCP Thought Process</b>		<b>Month 5</b> <b>Rx Flow</b>
<b>Phase 4 PERFORM</b> (ongoing in the field)									

