



plan | pivot | pull-through

In the spring of 2020, the dual challenge of pandemic restrictions and an early approval for TUKYSA® (tucatinib) required Seagen CT&D to be agile and adjust their strategic approach to a large launch training initiative in a matter of weeks. They had to be fluid, stretch, and ultimately transform. The results were a highly successful virtual training curriculum and product launch, a number of innovative practices that will be the standard moving forward, and, most importantly, the creation of a flexible training culture that mirrors expectations of the sales team.

Congratulations to Tracy Rubietta, Nicole Crosby, and Sandy Smith for the innovation they demonstrated in preparing the sales team for the launch of TUKYSA® (tucatinib).



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PRACTITIONER-INNOVATION AWARD 2021

TRACY RUBIETTA | NICOLE CROSBY | SANDY SMITH



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