

Transforming Teva North America's Most Important Annual Gathering

In 2021, our CT&D team designed and successfully implemented a comprehensive plan to revitalize Teva North America's National Field Meeting (NFM). By placing greater focus on interactive training, brand manager coaching, and real-world practice, our actions significantly enhanced Teva's ability to communicate core messaging, reach annual goals, support customers, and improve the lives of patients.

Situation Analysis

The annual 3-day NFM:

- Brings the entire Teva organization together
- Sets the trajectory for the year
- Fosters Teva's culture
- Creates invaluable opportunities for networking and collaboration

CT&D plays a key role in creating and supporting the NFM's trainings. Helping facilitate a remote NFM in 2020 spurred us to radically reassess our plans for our first live, in-person NFM since the start of the pandemic.

The Approach

We led a collaborative partnership to design and implement our new agenda. From our internal assessment, we concluded sales reps would be better served if we:

- Established a common training experience across business units
- Shifted focus away from passive presentations
- Provided up to 10 hours of training time for each business unit
- Instituted more role-play and real-world applications

To help us accomplish our objectives, we asked brand managers to take on greater responsibilities and provided them with specialized training ahead of the NFM.

The Results

Our efforts produced:

- Greater training consistency across business units
- Improved training and retention through active learning
- A fostering of shared core values
- Stronger internal partnerships
- Increased support for training by management
- Enhancements across the organization in our ability to improve the lives of patients

Conclusion

Post-meeting feedback has shown that we succeeded in boosting training results, improving partnerships, and sparking renewed passion for the NFM. We have witnessed how these results continue to help our organization better meet the needs of our customers and the patients they serve.