

axiom

MISSION: ENGAGEMENT

Enhanced Delivery of Multi-indication Portfolio Calls

THE MISSION

Multi-indication portfolio selling. Two years of virtual training due to the COVID-19 pandemic...Lack of healthcare professional (HCP) engagement...
THE MISSION WAS CLEAR:

AstraZeneca and Axiom partner to create a live training event that would:

Address identified barriers resulting in a lack of engagement between HCPs and a greater focus on interaction across the multidisciplinary team (MDT)

Ensure continuity and consistency in applying brand objectives while acknowledging complexities across 2 products in the same portfolio

Increase collaboration and peer-to-peer engagement among sales professionals and training leaders in real life

THE PLAN

3-DAY live, engaging meeting experience

≈200 LEARNERS (eg, sales representatives, district managers, various cross-functional stakeholders)

Foster camaraderie among the team

Over the course of a few days, learners were sent on their own set of missions: **7 live workshops** aligned to brand objectives.

Missions 1-6 facilitated small-group engagement, each with a different focus and specific, measurable objectives, to detect gaps in communication among the MDT.

On the final day, the MDT Journey session **brought everyone together** from across districts to not only share key learnings, but also analyze both the overlapping and varying approaches between products, geographies, and different HCPs within the MDT.

THE MISSIONS

Mission 1:
A Great Debate

Mission 2:
Scenario Challenge

Mission 3:
Engaging the MDT With Emotional Intelligence

Mission 4:
Sharing Best Practices

Mission 5:
Developing New Strategies

Mission 6:
Case Study Challenges

Mission 7:
MDT Journey

THE IMPACT

By maximizing sales representatives' confidence in every HCP engagement for both products individually, this training contributed to organizational goals across the lung cancer portfolio. Enhanced delivery of these multi-indication portfolio calls provides the opportunity to drive customer centricity and amplify commercial effectiveness through specific, relatable, and more impactful engagements.

In a post-meeting survey:

90% OF LEARNERS felt more confident in engaging physicians or had learned valuable lessons from the workshops

90% OF LEARNERS felt confident that they could achieve the learning objectives set for them

90% OF LEARNERS felt that there was adequate time with their team and sister district

THE FUTURE

Post-meeting, a **best-practice sustainability piece** was deployed to the learners, which served as both a reference tool and a discussion piece for the managers to conduct pull-through district touchpoints.