



*TEACHING ACCESS
HOW WE CAN RETHINK THE APPROACH TO
PROVIDER ENGAGEMENT*



AGENDA

- | | |
|-------------------------|-------------|
| 1. Introduction | 12:00-12:03 |
| 2. Learning Objectives | 12:03-12:05 |
| 3. Provider Data Survey | 12:05-12:10 |
| 4. Intervention Data | 12:10-12:17 |
| 5. Audience Engagement | 12:17-12:20 |



LEARNING OBJECTIVES

Learning Objective #1 *Educate audience to our sales engagement study method demonstrating benefit of improved customer access*

Learning Objective #2 *Demonstrate how knowledge of customer key accountability metrics drives improved sales access*

Learning Objective #3 *Demonstrate study results improving sales representative knowledge correlating into improved customer commitment*



PROVIDER SALES BACKGROUND

UNDERSTANDING THE CARE CONTINUUM





PROVIDER SALES BACKGROUND

DEFINING THE PROBLEMS

Sales representative survey data

- Summer - Fall 2022
 - 14 sales representatives across US
 - Varied experience from 5-20+ years
- Cross section of medical and surgical call targets
 - Cardiology
 - Infectious Disease
 - Orthopedics
 - Gastroenterology



BASELINE DATA REVIEW

INITIAL DATA POINTS

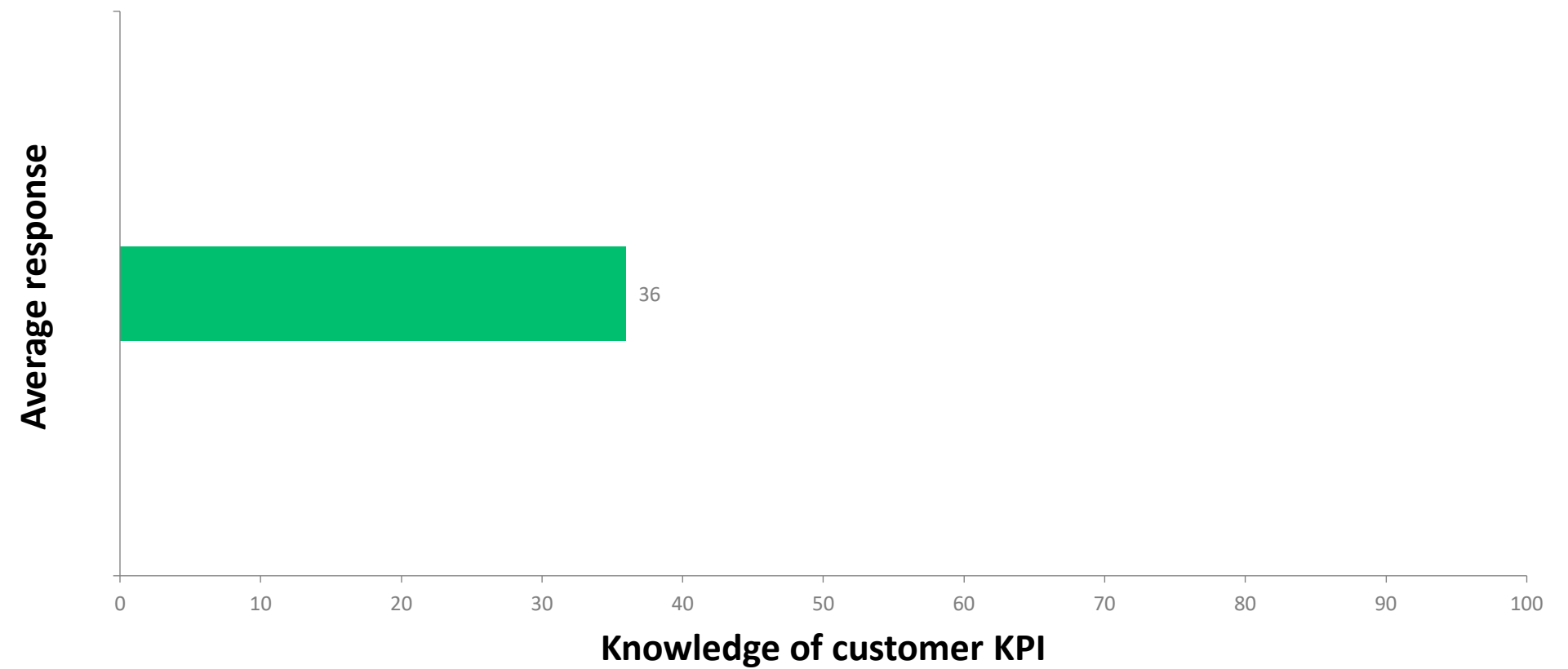
Key questions

- How would you describe your current knowledge of the external driver of your customers?
- How knowledgeable are you relative to your customers key metrics of accountability?
- How would you rank your ability to engage with your key customers beyond your primary product?
- How often are you able to gain access to your key customer ?



BASELINE DATA REVIEW

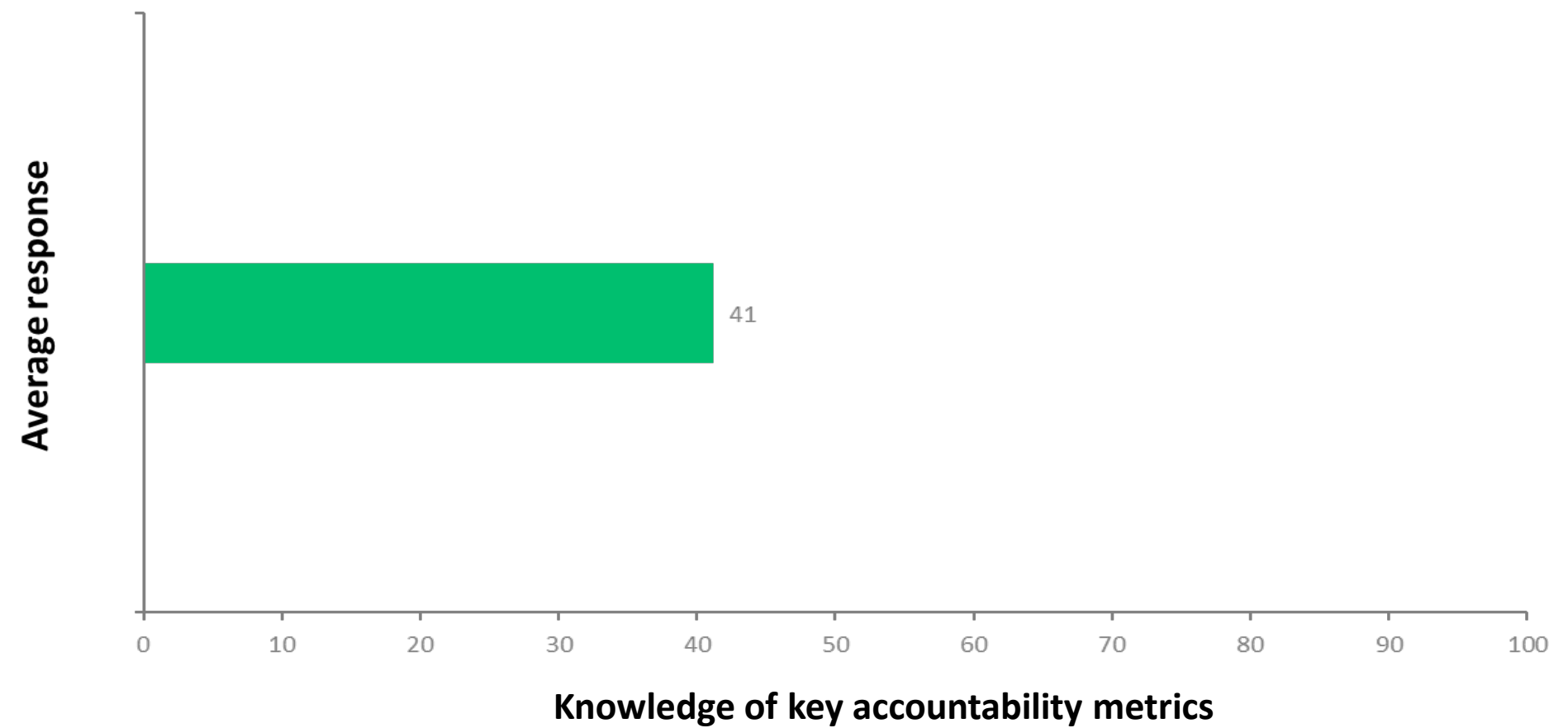
SALES REPRESENTATIVE BASELINE KNOWLEDGE
EXTERNAL CUSTOMER KPI'S





BASELINE DATA REVIEW

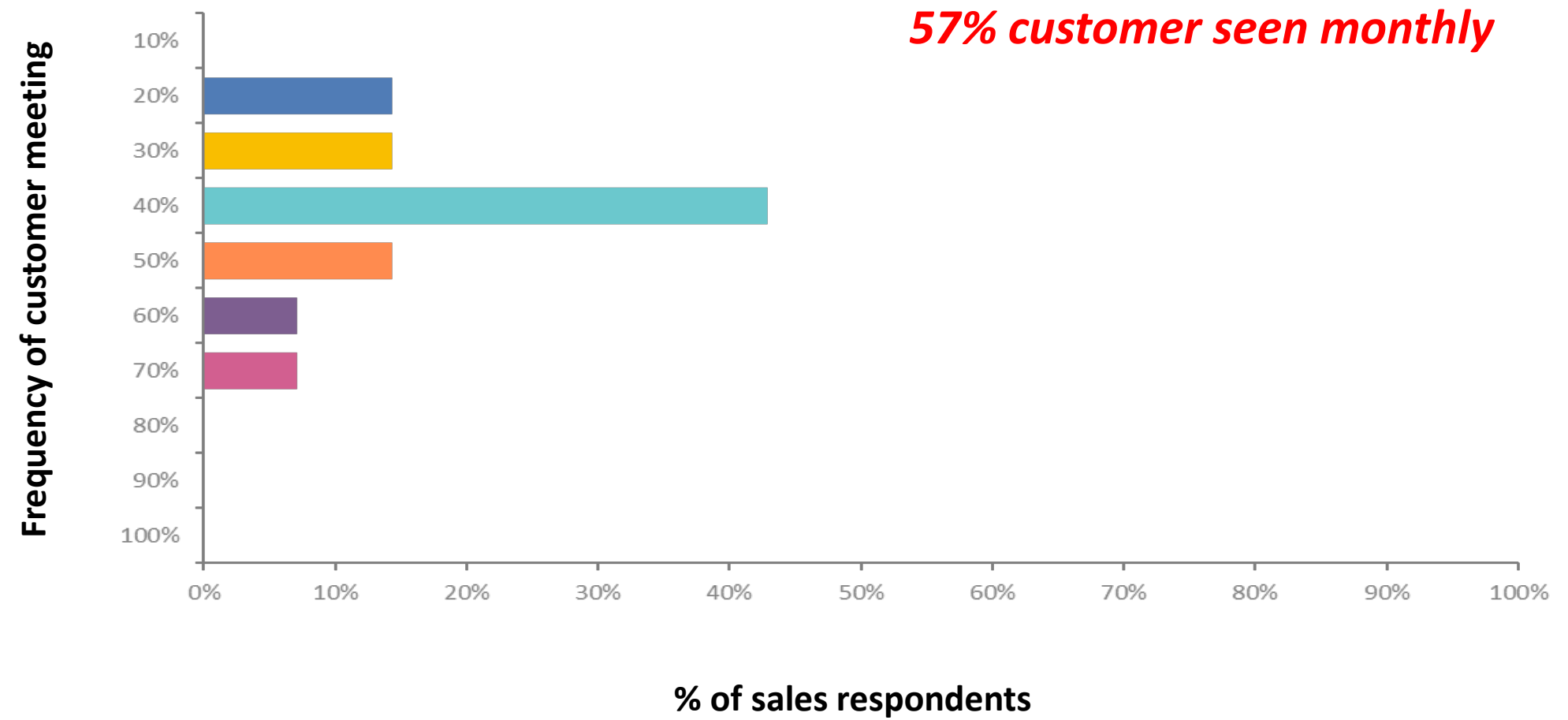
KNOWLEDGE RELATIVE TO KEY METRICS OF ACCOUNTABILITY





BASELINE DATA REVIEW

HOW OFTEN ARE YOU ABLE TO MEET WITH YOUR KEY CUSTOMERS





REPRESENTATIVE EDUCATION

INTERVENTION

Three phase approach

1. 1:1 representative analysis interviews
2. Customer KPI generation
 1. Pubmed and KOL interviews
3. Post analysis discussions



REPRESENTATIVE EDUCATION

INTERVENTION EXAMPLE

Emergency Department Analysis

- KPI Generation
 - Door to decision time
 - Left without being seen
 - Door to balloon



POST TRAINING DATA REVIEW

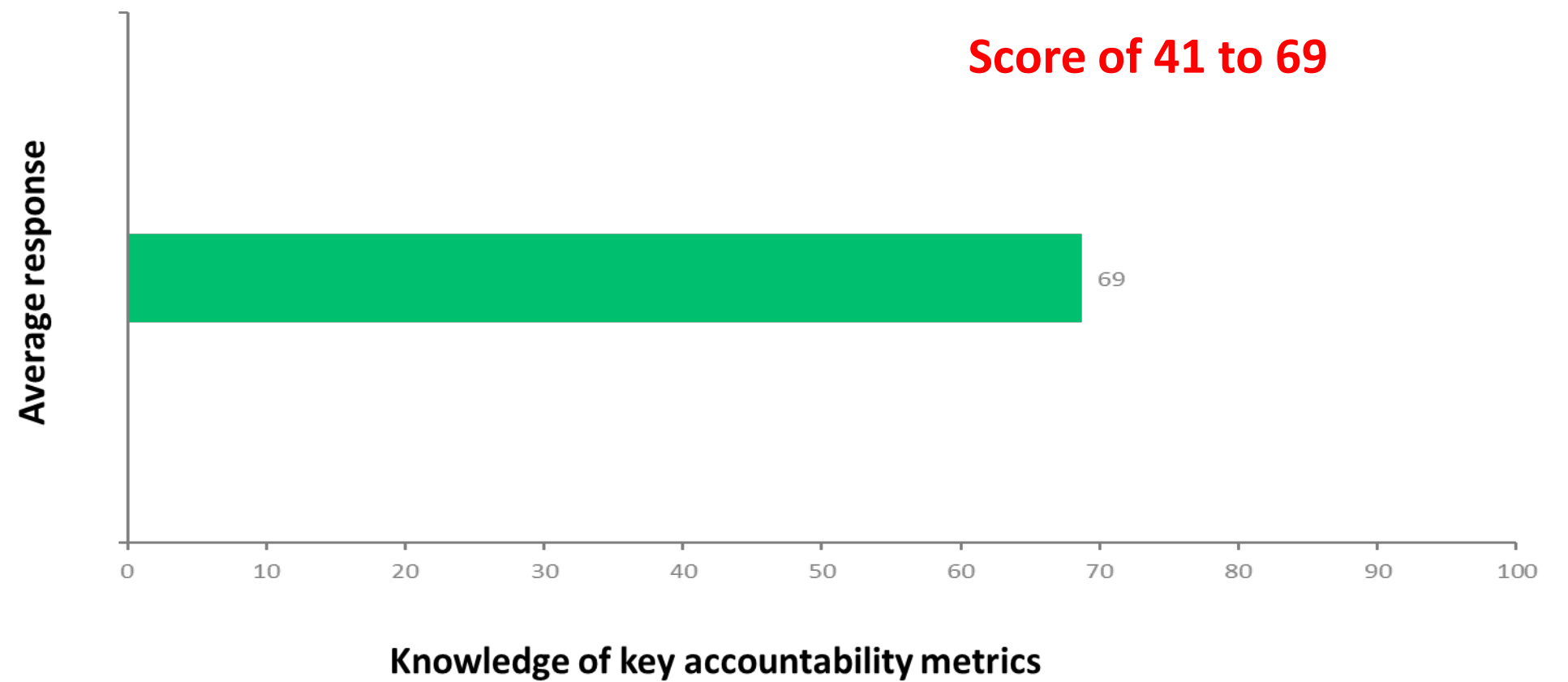
SALES REPRESENTATIVE KNOWLEDGE
EXTERNAL CUSTOMER KPI'S POST EDUCATION





POST TRAINING DATA REVIEW

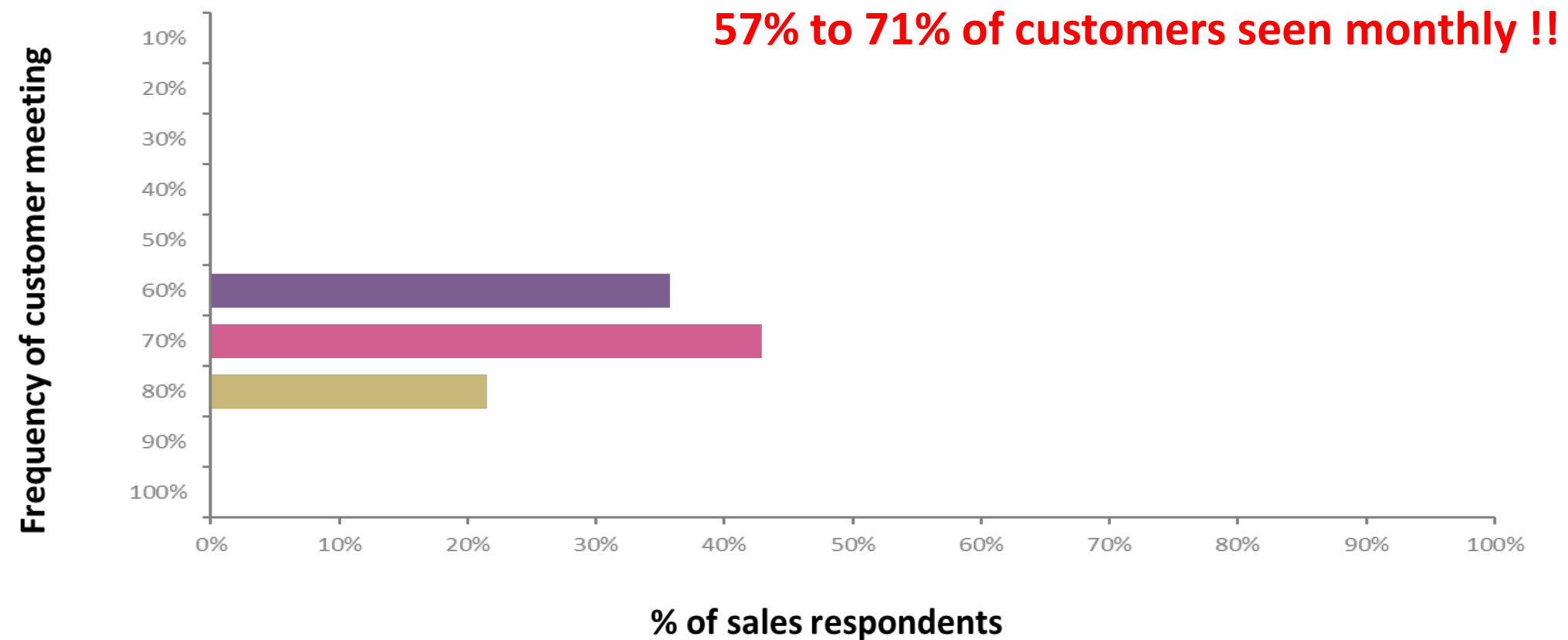
KNOWLEDGE RELATIVE TO KEY METRICS OF ACCOUNTABILITY POST INSTRUCTION





POST TRAINING DATA REVIEW

HOW OFTEN ARE YOU ABLE TO MEET WITH YOUR KEY CUSTOMERS





POST INTERVENTION ANALYSIS

WHAT DID WE LEARN

Understanding Customer KPI

- Improved access over 14% through in label discussions
- Understanding drivers lead to more frequent customer engagement
- Improved sales confidence



Thank you