



ACCOUNT MANAGEMENT PERSPECTIVE

DRIVING A COHESIVE STRATEGY FOR PRODUCT LAUNCH IMPLEMENTATION

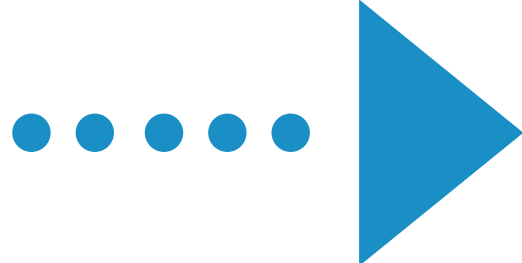


SITUATION AND RATIONALE

- Historically, Account Management & Managed Markets teams have been marginalized in product launch training with a ‘sit in the back of the room’ approach.
- As a result of Healthcare Reform, the increased complexity of customers, and new competitive threats, these audiences require specialized targeted launch training.

CUSTOMIZED MARKET ACCESS TRAINING WAS VITAL TO THE SUCCESS OF THE LAUNCH

- The US Healthcare Market continues to change and our customers are evolving
- Market demands have necessitated changes in our approach to product launches
- Account Managers need the information and skills to achieve success in different channels within the Managed Markets landscape
- Bayer is investing in Market Access to support change and transformation



- ✓ Understand Channel Specific Needs and Opportunities
- ✓ Engage Customers in Specific Ways
- ✓ Link Brand Strategy and Channel Execution
- ✓ Socialize and Collaborate to Succeed

COHESIVE STRATEGY FOR PRODUCT LAUNCH IMPLEMENTATION

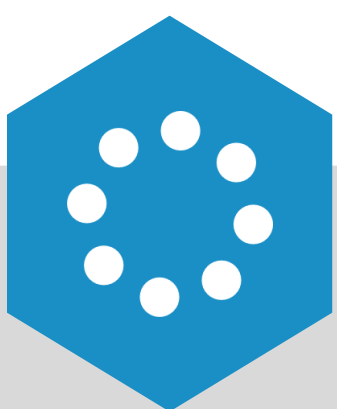
Understand the Overarching Brand Strategy > Determine Launch Functions > Customize Strategy & Resources > Socialize Plans



Understand the brand strategy and how it applies to the launch function of each channel

- What are the brand priorities and timelines?
- How does the channel contribute to the success of the launch?

Bayer PBMs
Government
IDNs / GPOs
Specialty Pharmacy
Trade



Customize brand strategy and resources

- Understand objectives and key success factors for each channel
- Develop and customize training resources for each channel
- Leverage home office and field partners for content development



Socialize Plans

- Socialize with Brand and Account Management Leadership
- Leverage in house and field partners
- Leverage in-role leadership opportunities

- Understand the overarching brand strategy
- Evaluate and determine the launch function and customer interaction of each Account Management Channel
- Determine how to customize brand strategy and resources for each channel at the appropriate point in the launch timeline
- Socialize plans with cross-functional partners and leadership

Customized approach resulted in a cohesively executed launch plan with the strongest ever survey results, buy-in from all levels of leadership, and excellence in execution.