

# Grifols UNITE Advanced CIDP Training and the AANEM Partnership

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## Summary:

**G**rifols created a “best-in-class” clinical training program targeting disease-specific clinical expertise in CIDP, utilizing top neuromuscular specialists.

The American Association of Neuromuscular & Electrodiagnostic Medicine (AANEM) reviewed the curriculum. This review led to AANEM’s agreement to write an exam offered to a group of Grifols representatives as well as interested physicians and allied health care professionals.

Ninety-four percent (94%) of the Grifols representatives passed the first exam proctored in May 2016. Of note, access to customers has increased and a strong correlation exists between significant sales increase and the rollout of this program.

## Situation Analysis

## The Bio-Pharma Environment

### From Trusted and Valued to Shunned... Snapshots

- 1987** Merck selected as World’s Most Admired Company<sup>1</sup>
- 1998** Pfizer trades at \$99/share (48 times earnings)<sup>2</sup>
- 2003** J&J, Pfizer and Merck rank in the top 10 most trusted brands in the US<sup>3</sup>
- 2006** Schering-Plough pays \$435M settlement for off-label promotion<sup>4</sup>  
Total of 297,650 jobs cut since 2003<sup>5</sup>
- 2013** Bio-Pharmaceuticals rank 8th as most trusted industry ahead of Media and Banks<sup>6</sup>
- 2014** J & J only Bio-Pharmaceutical company ranked in the top 50 of World’s Most Admired<sup>7</sup>
- 2015** More than half of physicians close doors to representatives<sup>8</sup>

1. World's Most Admired Companies 1987, Fortune, January 19, 1987

2. Why is Pfizer So Hot?, Fortune, May 11, 1998

3. Edelman Trust and Credibility, World Economic Forum, Davos, January 23, 2003

4. Schering to Pay \$435M, justice.gov, August 29, 2006

5. A Decade in Drug Industry Layoffs, Forbes, April 13, 2011

6. The Most and Least Trusted Industries, Ragan's PR Daily, January 24, 2013

7. World's Most Admired Companies 2014, Fortune, 2014

8. In a Bad-News First, FiercePharma, September 3, 2015

### Perhaps an Opportunity

#### 2012 What Physicians Want! Survey

“A full 81% of physicians surveyed stated they wanted “more” or “significantly more” higher-quality representatives, defined as those “who are trained beyond their own product, and prepared for a serious discussion of multiple therapeutic options.”<sup>1</sup>

#### 2014-2015 What Physicians Want! Survey

“the desire is reflected in the high demand for more Specialty Representatives... respondents’ biggest consistent response was related to the desire to be called on by credentialed sales representatives. This idea is consistent with respondents’ desire to be called on by sales representatives that are highly trained, experienced, and adept at engaging in clinical discussions.”<sup>2</sup>

1. 2012 What Physicians Want!, Publicus Touchpoint Solutions Whitepaper, 2012

2. 2014-2015 What Physicians Want!, Publicus Touchpoint Solutions Whitepaper, 2015

## Methods/Approach

*What if we give physicians what they are asking for?*

- Highly Trained Representatives
- Proven Expertise and Professional Recognition in the disease state in which they promote

Which ultimately leads to today and UNITE University CIDP Training

- State of the Art Understanding of the Physical and Nerve Conduction presentation of CIDP and the therapies for treatment
- Developed with Dr. Gelinas, Dr. Koski and the UPENN Center of Excellence for GBS/CIDP

And a CIDP knowledge assessment administered on Thursday by AANEM for Physicians, Nurse Practitioners, Physician Assistants and Grifols Representatives

#### UNITE MISSION STATEMENT

Demonstrate expertise in CIDP and be recognized by the leading neuromuscular physician organization to place Grifols Immunology Sales Team in a position to help medical professionals increase the appropriate diagnosis, treatment, and long-term management of CIDP and to grow GAMUNEX-C sales.



UNITE: CIDP in Neuromuscular Medicine – CURRICULUM MAP - ANNUAL TRAINING			
	DECEMBER	JANUARY	FEBRUARY
KEY TRAINING OBJECTIVES	<b>KNOWLEDGE ACQUISITION</b> • eCourse 1: Peripheral Neuropathies & Clinical presentation of CIDP Assessment – Module 1 Wk 1 Regional conference call discussions (led by FST, Study Lead, or RSD w/Discussion Guide) – end of week and completion Wk 2 Wk 3 Wk 4 <b>HOLIDAY</b>	<b>CLINICAL FLUENCY</b> • eCourse 2: Diagnostic Testing & Evaluation of CIDP NCS Video with Dr Gelinas Wk 1 Regional conference call discussions (led by FST or RSD) – end of first week and at completion Assessment – Module 2 Wk 2 eCourse 1 audio files Wk 3 Qstream weekly questions Wk 4 eCourse 3: Treatment of CIDP (all sections) eCourse 2 audio files Assessment Module 3 Qstream weekly questions	<b>KNOWLEDGE IN PRACTICE</b> • eCourse 3: Treatment of CIDP, cont'd Wk 1 Regional conference call discussions (led by FST or RSD) – end of first week and at completion Assessment Module 3 Qstream weekly questions Wk 2 Patient Case Study 1 eCourse 3 audio files Regional conference call discussions (led by FST or RSD) – optional Dr Gelinas Qstream weekly questions Wk 3 Patient Case Study 2 Regional conference call discussions (led by FST or RSD) – optional Dr Gelinas Qstream weekly questions Wk 4 Patient Case Study 3 Regional conference call discussions (led by FST or RSD) – optional Dr Gelinas Qstream weekly quesQstream weekly questions

UNITE: CIDP in Neuromuscular Medicine – CURRICULUM MAP - ANNUAL TRAINING			
	MARCH	APRIL	MAY
KEY TRAINING OBJECTIVES	<b>CLINICAL FLUENCY/STUDY PREP</b> Wk 1 Regional conference call discussions (led by FST or RSD) Qstream weekly questions Wk 2 Review: eCourse 1: Sec 1-2 Study Activity: CNS/PNS Drills Study Tips: Preparing for AANEM Exam Regional conference call discussions (led by FST or RSD) Qstream weekly questions Wk 3 UNITE (1.5-day meeting: 1-3 KOLs) o KOL-led workshop: Diagnosis o KOL-led workshop: Treatment o Case Workshop: UNITE app (if cases) o KOL-led Grand Rounds Qstream weekly questions Wk 4 Review: eCourse 1: Sections 3-4 Study Sheet: Clinical Presentation of Peripheral Neuropathies Study Exercise: Clinical Presentation of Peripheral Neuropathies Study Exercise: Atypical Presentation Regional conference call discussions (led by FST or RSD) – Buzzed-In Qstream weekly questions	<b>STUDY PREPARATION</b> Wk 1 Review: eCourse 2: Sec 3-4 Study Exercise: Lab Studies UNITE app Patient Case Workshop (1 case) Regional conference call discussions (led by FST or RSD) Qstream weekly questions Wk 2 Review: eCourse 2: Sections 5-6 Study Activity: Diagnostic Testing Drills Regional conference call discussions (led by FST or RSD) – Buzzed-In Qstream weekly questions Wk 3 Review: eCourse 3: Sections 1-3 Study Exercise: Non-IVIG Therapies Study Exercise: IVIG Therapy Regional conference call discussions (led by FST or RSD) Qstream weekly questions Wk 4 Review: eCourse 3: Sections 4-6 Study Activity: Treatment Drills UNITE Patient Case Workshop App (1 case) Regional conference call discussions (led by FST or RSD) Buzzed-In Qstream	<b>STUDY PREPARATION/EXAM</b> Wk 1 Self Study: focus on next conference Practical Exam Regional conference call discussions (led by FST or RSD) Qstream weekly questions Wk 2 Self Study: focus on areas of least confidence Study Suggestions Checklist Regional conference call discussions (led by FST or RSD) Qstream weekly questions Wk 3 UNITE (2-day meeting: 1-3 KOLs) Chart Review: case-based study KOL-led Review Sessions: o Oral Boards o NCS Teambacks o Rapid Response KOL-led Office Hours (topical Q&A) AANEM EXAM (3rd day for exam)

Prepared by Critical Thinking, Inc. 10/15/2015

## Evaluation

## UNITE Advanced CIDP Training and the AANEM Partnership

### AANEM Statement:



*The pharmaceutical representatives who pass the knowledge examination are committed to supporting positive health outcomes for patients with CIDP. Any medical personnel that meet with a pharmaceutical representative who has passed the CIDP knowledge examination can learn more about assuring quality care for their patients.*

*“Prior to the Unite AANEM CIDP training my sales calls were primarily focused on our drug and business issues. Because of my training, physicians seem more open to have discussions about identifying CIDP and their diagnosis of patients. On a few occasions this has led to the discovery of new patients who may have been missed in the past. Now, I play a more integral part in getting patients to the treatment they need!”*

-Chris Sticklen, Specialty Sales Professional

#### What Physician Thought Leaders Had to Say

*“I was quite impressed by their (SSRs) knowledge of the diagnosis and treatment of inflammatory neuropathies and their ability to interpret nerve conduction studies. I believe that this level of understanding will uniquely allow Grifols pharmaceutical representatives to participate in more meaningful conversations with general and neuromuscular neurologists and potentially improve the care provided to patients with inflammatory neuropathies.”*

-Raymond Price, M.D., Assistant Prof. Neurology, Director, Neurology Residency, University of Penn.

*“As far as I am aware, Grifols is the only company that has prepared its representatives so thoroughly in the diagnosis and treatment of CIDP and related disorders. I think that clinicians will appreciate discussing IVIG therapy with well informed reps.”*

-Steven S. Scherer, M.D., Ph.D., Prof. Neurology, Perelman School of Medicine, University of Penn.

## Conclusions

### Positive Results from the UNITE/AANEM partnership

#### Key Takeaways:

We could give physicians what they wanted

- Physicians were more confident in the knowledge base and credibility of the representative and were more willing to see them

Representatives had a stronger clinical base

- Representatives were more confident in their ability to provide key information to Healthcare providers and were able to provide more value on their calls

Conversations focused on bringing greater value to the patients – and so patients benefited

## About Grifols

Grifols is a global company whose mission since 1940 has been to improve the health and well-being of people around the world.

We are committed to producing essential plasma medicines for patients and to providing hospitals, pharmacies, and healthcare professionals with the tools, information, and services they need to deliver

- ✓ UNITE University and exam May 24-26, 2016

- ✓ Announcement of partnership in Muscle & Nerve

- ✓ Online CIDP knowledge assessment brochure & web pages

- ✓ Announced in eNews to all AANEM members

- ✓ Direct mail to AANEM membership

- ✓ Recognize those that pass the knowledge examination in Oct Muscle & Nerve

#### Access and Sales

During the time of the UNITE program we had on average, double digit growth at a time that IG was growing at single digits in the industry.