

MOMENTUM


Builds a stronger culture, increases revenue, and ultimately helps fulfill our mission to improve health

Practitioner – Innovation Award

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MOMENTUM Is a Revolutionary Onboarding Platform

Summary | Momentum:

-  Grounds new sales reps in Teva's core values
-  Decreases time out of territory due to training
-  Increases convenience and accessibility of training
-  Is designed to improve employee retention and satisfaction



Analysis | Studies show:

1/3 of new hires are no longer with their companies after 2 years, significantly impacting productivity and revenue



A Strong Onboarding Program Can Be Key to Employee Retention

Method/Approach | The benefits of Momentum:

Houses trainings and onboarding materials in 1 convenient place

Accessible on most internet-connected devices

Allows field management and home office to track progress



Better assimilates new sales reps into Teva's culture

Inspired by best-in-class onboarding programs

Welcomes new hires through executive leadership video greetings



Evaluation | Data from the Pilot Program shows:

-  Momentum decreases training costs and increases overall revenue
-  Managers successfully individuate trainings

Conclusion

Momentum Has Grown & Now Serves as a Resource Not Only for New Sales Reps, but Also for Those in Other Roles, Including Market Access Associates

Effective onboarding helps new sales reps generate the revenue of tenured reps

100+ DAYS FASTER!

About



Teva Pharmaceutical Industries Ltd. (NYSE and TASE: TEVA) is a leading global pharmaceutical company that delivers high-quality, patient-centric healthcare solutions. Teva is the world's largest generic medicines producer, leveraging its portfolio of more than 1,000 molecules to produce a wide range of generic products in all therapeutic areas. In specialty medicines, Teva has a world-leading position in innovative treatments for disorders of the central nervous system, including pain, as well as a strong portfolio of respiratory products. Teva integrates its capabilities in its global research and development division to create new ways of addressing unmet patient needs by combining drug development capabilities with devices, services, and technologies. Teva's net revenues in 2015 amounted to \$19.7 billion. For more information, visit www.tevapharm.com.