

# Update Recommendations

AbbVie Medical Affairs Professional Development

# Compliance

**Objective: Build appropriate touchpoints into MOSL/MSL Curriculum Maps to ensure New Hires have adequate knowledge and exposure to critical compliance material.**

## Kindle Recommendations

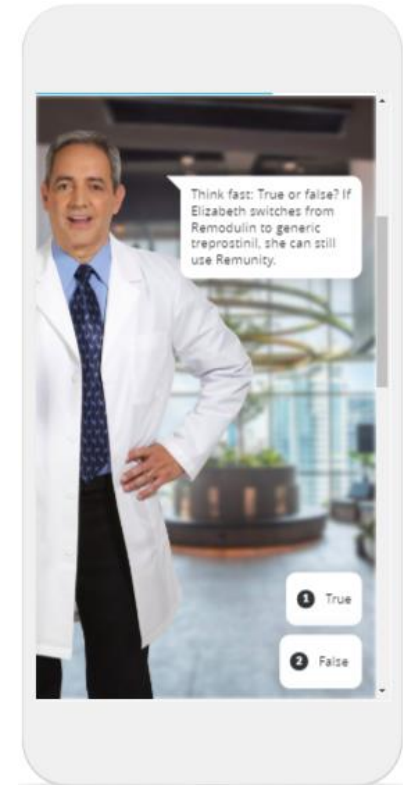
- **Introduction to Compliance** provides new hires with an overview of compliance, a brief introduction to basic tools (eg, Veeva, Concur), and the opportunity to ask compliance-related questions and identify important considerations prior to initial Field Observations (FOs)
  - **Modality:** Presentation deck with discussion-points built in
  - **Timing:** Virtual during week 3 following completion of existing assets in week 2 (60 min)
- **Compliance Scenario Conversation Starters\*** for use by Field Directors (FDs); topics include compliance with Medical Operations, policies, answering EE/HCP/HCDM questions
  - **Modality:** Developed in Articulate Rise to provide the FD and New Hire with a digital tool
  - **Timing:** First month of meetings with FD

### CURRENT ASSETS

- 3 Q18 (acceptable practices) interactive modules
- Foundations of Medical Compliance Video (2 part)
- Read & Attest to Code of Conduct

**PARTNERS:** Compliance & Logistics (Scott Crandell, Karen Manninen); Veeva (Concetta Rixie), FDs, Mentors, New Hires

\*2 versions needed (MSL & MOSL)



# Compliance (cont)

## Kindle Recommendations

- **Compliance Scenario Cache\*** for Professional Development to add to their files for use in IFTC and AFTC
  - **Modality:** Match current format; if not established, recommend slides for ease of showing on-screen
  - **Timing:** For use at IFTC and/or AFTC
- **Veeva Sandbox\*** built with mock data for simulation and practice purposes
  - **Modality:** Built in Veeva under mock user(s)
  - **Timing:** For use in workshop at IFTC; can also be repurposed when entering DPOs in the current SIEM PULL THROUGH workshop
- **Veeva Sandbox Workshop** focuses on entering data efficiently, compliantly, and effectively based on scenarios\* provided
  - **Modality:** Leader Guide and slides with scenarios
  - **Timing:** IFTC
- **Veeva Sandbox could also be used in the DPO activity during the SIEM PULL THROUGH workshop** by asking participants to record their quality DPOs directly into their mock account
  - **Modality:** Modify instructions in existing SIEM PULL THROUGH workshop to use sandbox
  - **Timing:** IFTC

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\*2 versions needed (MSL & MOSL)

# Compliance (cont)

## Kindle Recommendations

- **Field Observation Checklist** includes open field for New Hire to fill out DPO(s) immediately following field observation. New Hire will then review with Mentor and FD as outlined in the Onboarding Calendar, reinforcing compliance expectations from the start
  - **Modality:** Included in New Hire Onboarding Calendar (not a new deliverable)
  - **Timing:** Every field ride
- **Prep with Mentor** prior to FOs in order to be aware of compliant behaviors to look for, what questions to ask peers prior to the observation, etc
  - **Modality:** Included in New Hire Onboarding Calendar (not a new deliverable)
  - **Timing:** Every field ride
- **Compliance Persona** for use in communications; provides a rebranding and recharacterization of compliance as the AbbVie employee's partner to be trusted rather than their police to be feared
  - **Modality:** Design assets for persona and email template; persona/brand guidelines document
  - **Timing:** Ongoing use, primarily in communications

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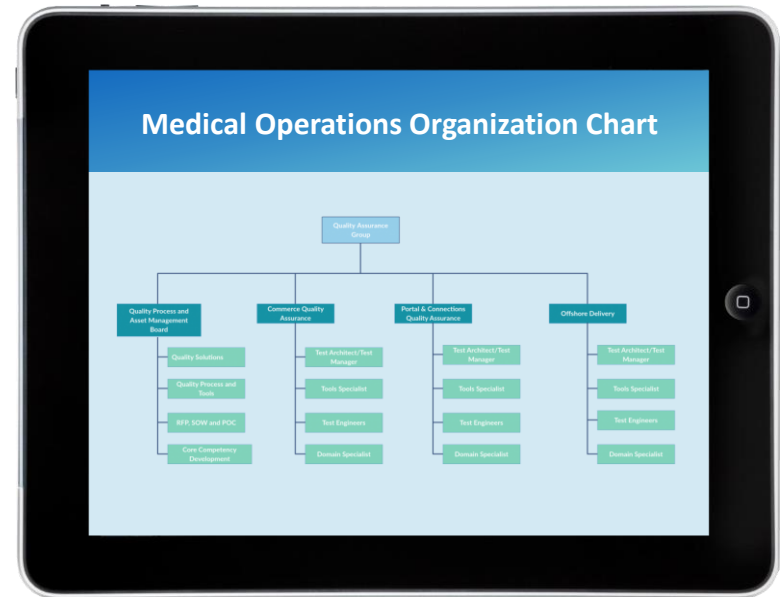
\*2 versions (MSL & MOSL needed)

# Relationship Building

**Objective:** For new MSL/MOSLs to understand how to build a trusted partnership with their customers.

## Kindle Recommendations

- **Mapping Workshop** for MOSLs to outline Mobilizers, which of them they should connect with, and whom they should connect to Mobilizers; prework forces MOSLs to connect with IFT partners to prepare to effectively fill out the map during the workshop
  - **Modality:** Slides and Leader Guide; 1-2–page prework worksheet
  - **Timing:** AFTC
- **Medical Operations Organization Chart** includes roles and blanks to fill in names so New Hires have an ongoing resource that does not need updating every time a role is filled
  - **Modality:** 1-page PDF
  - **Timing:** Receive at Orientation and work with FD and Mentor to fill out and discuss how to engage with and build relationships with IFT partners
- **Peer Checklist** includes questions for New Hire to ask to help them understand key relationship-building tactics (eg, how to build rapport with EE/HCP/HCDMs, key successes the peer has in converting an initial meeting to an ongoing relationship)
  - **Modality:** 1-page PDF with 2 parts (Part I: Individual Ways of Working; Part II: Professional Skills)
  - **Timing:** Throughout Onboarding Journey during home study



## CURRENT ASSETS

SIEM and accompanying workshops  
A Day in the Life of an MSL  
Medical Challenger workshop  
Mobilizer workshop

PARTNERS: FDs, NFDs, New Hires

# Relationship Building (cont)

## Kindle Recommendations

- **Elevator Pitch Mixer** asks New Hires to develop and deliver an elevator pitch on what they do including how it is different than commercial and how they cooperate with their IFT in order to better understand it for themselves; New Hires mingle to share and receive feedback from peers, Professional Development, and any leadership or mentors in attendance
  - **Modality:** 2-page PDF (activity overview and worksheet)
  - **Timing:** IFTC with cocktails and light snacks to wrap up Day 1
- **Understanding Your In-Field Team Workshop** entails each participant playing an IFT “character” as teams navigate this storytelling activity, working together with each character’s strengths and limitations to ensure the EE/HCP/HCDM has everything they need and that appropriate patients are prescribed AbbVie products. Game play is based on scenarios provided to the facilitating “storyteller.”
  - **Modality:** Slides and Leader Guide
  - **Timing:** AFTC or Live Meeting with all MSLs/MOSLs

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\*2 versions (MSL & MOSL needed)

# Relationship Building (cont)

## Kindle Recommendations

- **Value Proposition Canvas Virtual Workshop** asks participants to map out EE/HCP/HCDM's pains and potential gains. They then map out their own services that can help relieve those pains and produce desired gains to better understand their value to customers.
  - **Modality:** Slides and Leader Guide
  - **Timing:** Virtually weeks 10-12; provide an additional touchpoint with Professional Development between IFTC and AFTC
- **Under the Hood: Scientific Interaction Best Practices\*** is a series of stations/rooms that learners visit at a live meeting to see “under the hood” of how seasoned peers approach different challenges
  - **Modality:** Slides, Leader Guide, Station Guides
  - **Timing:** Live meeting with all MSLs/MOSLs
  - **Station Ideas:** Making Introductions, Dining Etiquette, Pivot like a Pro, Read the Room, Nailing the First Visit, Getting a Second Date, Navigating Difficult Situations (push customer, correct misinformation)

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\*2 versions (MSL & MOSL needed)

# Communication

**Objective:** To confidently and effectively communicate our AbbVie science by creating a 2-way dialogue with the customer and truly understanding their needs.

## Kindle Recommendations

- **Patient Journey Experience eLearning\*** allows MSLs/MOSLs to experience a patient journey from an EE/HCP/HCDM's perspective, helping them understand how the clinical story they deliver impacts patients; learners are asked questions throughout the eLearning to identify the scientific information that would support this EE/HCP/HCDM in treating/supporting the patient
  - **Modality:** Articulate Rise eLearning with optional video embedded of short vignettes from EE/HCP/HCDM
  - **Timing:** Home Study weeks 4 & 5
- **Communication Blueprint** includes an overview of all IFT roles, how they are connected, and how they help one another ensure EE/HCP/HCDMs and patients are best served
  - **Modality:** 1-page PDF
  - **Timing:** Provide at Orientation
- **Communication Workshop** makes the **Communication Blueprint** come alive as New Hires map out specifics on who they will connect with, how, and when upon their return to the field; workshop includes analysis of each IFT member's communication preferences and other helpful information to ensure successful collaboration
  - **Modality:** Slides and Leader Guide
  - **Timing:** AFTC



### CURRENT ASSETS

SIEM and accompanying workshops  
Active Listening workshop  
Medical Challenger workshop  
Storytelling workshop  
Mobilizer workshop

PARTNERS: FDs, NFDs



# Communication (cont)

## Kindle Recommendations

- **Tell Me More Interactive Video\*** gives MSLs/MOSLs the opportunity to actively listen and then identify powerful questions to continue the conversation seen in a short video clip; after the learner answers questions to demonstrate their active listening and chooses the best powerful question, the scene continues
  - **Modality:** 5-scene video; each scene includes 4 follow-up questions (additional option: Articulate Rise static scenarios like the Compliance Scenario Conversation Starters)
  - **Timing:** AFTC or Live Meeting with all MSLs/MOSLs
- **Managing Presentations Dos & Don'ts** is an at-a-glance reminder of best practices for different types of presentations (ie, 1:1, small group, large group)
  - **Modality:** 1-page PDF
  - **Timing:** Provide at IFTC
- **AFTC Powerful Questions Workshop** includes a gallery walk activity where participants must address scenarios and then challenge their peers with “so what”; an additional activity forces participants to have a conversation with an EE/HCP/HCDM asking questions only
  - **Modality:** Slides and Leader Guide
  - **Timing:** AFTC

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\*2 versions needed (MSL & MOSL)

# Communication (cont)

## Kindle Recommendations

- **Professional Skills Quick Guide** gathers all Professional Skills visuals and concepts into 1 quick guide for easy reference from Orientation to AFTC and ongoing
  - **Modality:** ~15-page PDF made from existing resources and gathered into cohesive design
  - **Timing:** Passed out at Orientation with the SIEM Quick Guide
- **What Good Looks Like (WGLL) Videos** for topics such as Presentations Skills (MOSLs) and SIEM PRESENCE (MSLs) allow New Hires to see “What Good Looks Like” during home study, discuss with their FDs/Mentors and have the gold standard in mind when conducting FOs
  - **Modality:** Two 3-minute videos with live actors
  - **Timing:** Home Study weeks 4 & 5

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\*2 versions (MSL & MOSL needed)

# Other

## Kindle Recommendations

- **AFTC Field Readiness Checkpoint Guide** provides AFTC certifier a guide that includes the New Hire preparation tools of logistics, process, scenarios, and rubrics
  - **Modality:** 5-page PDF for certifier; content also added to Onboarding Calendar for MSL/MOSL
  - **Timing:** AFTC
- **FD Pull Through Guide** provides FDs and Mentors with an overview of professional skills covered during IFTC and AFTC with key takeaways and coaching questions to pull through following the Onboarding Journey
  - **Modality:** 12-page PDF
  - **Timing:** Post-AFTC
- **Additional Mentor Selection Tools** to increase the investment of the Mentor and to emphasize the honor of being a Mentor
  - **Modality:**
    - HTML Emails: (1) FD invites MSL/MOSL to apply; (2) FD congratulates on mentorship positions (cc Professional Development who will then provide them an overview of the program)
    - Mentor Application: 1-2-page PDF form
  - **Timing:** Ongoing
- **Expand “A Day in the Life of an MSL”**
- **Move from IFTC to virtual:** KAM, Health Care Solutions, Clinical Trial Overview, HEOR

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\*2 versions (MSL & MOSL needed)