

JORNAY PM[®] Live Certification Guide

The purpose of this certification exercise is to confirm that you can:



Communicate approved messaging to HCPs using approved materials



Effectively and compliantly position JORNAY PM for use with appropriate patients with ADHD

In preparation for this certification, you should have completed all New Hire training. It is our hope that completion of these trainings will have prepared you for certification.



Certification Process

- You will certify on 2 scenarios in a live environment
- Before you begin your certification, you will briefly detail your Pre-Call Plan, highlighting important considerations
- As you certify, the Evaluator will be scoring your response using a rubric
 - This certification process is meant to provide a measurement of proficiency for each specific section of the call within the chosen, approved scenario.

Expectations:

- You are to complete two live sales calls, which includes sharing of your sales material and an impactful tape-measure demonstration
- Verbalize the key messages of the sales aid in an easy-to-understand and confident manner without the use of notes
- Engage the provider in a two-way dialogue by asking good probing and check-in questions
- Successfully complete the steps of the Ironshore sales framework during the call (Open, Uncover, Position, Close, Respond)
- Be able to answer accurately and thoroughly any of the practiced objections, without referring to the FAQ or notes

Scenario 1

HCP Profile: Pediatrician (Non-User) in-service call where the Specialist should complete the call in 15-20 minutes.

HCP uses a lot of ER methylphenidate (MPH) in their practice, currently adds an IR for patients suffering with duration issues if they can't get optimized duration after trying multiple "go-to", long-acting MPH products. The HCP is very comfortable with the options they already have, and doesn't see a need for yet another ER MPH. They are also very conservative when titrating and never want to cause unnecessary side effects of insomnia or decreased appetite.

Scenario 2

HCP Profile: General psych/Mixed practice (Trialist) This is a hallway call where Specialist will get 5-10 minutes.

HCP has used JPM for duration issues in pediatric/adolescent patients but uses a majority of Vyvanse for adult patients and adds an IR for patients that can't get optimized duration. The HCP is very comfortable with the efficacy and tolerability of amphetamines (AMP) and prefers Vyvanse due to its smooth duration for their adult patients. When there is an issue with duration, they just add on an IR to get them through their afternoons and early evenings.

Your objective is to re-close on their success with pediatric/adolescent patients and get them to try JPM on their adults

Live Certification Guide

Rubric: Scenario 1

ADHD Specialist: _____

Evaluator: _____

Date: _____

Scoring Scale

1	2	3	Passing Score Average:
Needs Improvement	Meets Expectations	Exceeds Expectations	2

Sales Call Focus Area	Score	Comments
<p>PRE-CALL</p> <ul style="list-style-type: none"> <input type="checkbox"/> Understands the physician profile and background prior to entering the call. <input type="checkbox"/> Enters the call with a clear and specific call objective to achieve it. 		
<p>OPEN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Begins to build rapport and trust with the provider and engenders dialogue. <input type="checkbox"/> Smoothly transitions to the business reason for the call. <input type="checkbox"/> Clearly states the purpose and objective of the call along with the WIIFM. 		
<p>UNCOVER</p> <ul style="list-style-type: none"> <input type="checkbox"/> Asks quality probing questions to understand the HCP's current needs with regards to our specific patient type. <input type="checkbox"/> Facilitates a 2-way dialogue throughout the conversation. <input type="checkbox"/> Demonstrates strong active listening skills to move the conversation forward in a purposeful manner. <input type="checkbox"/> Seeks to uncover and understand the provider's problems regarding our specific patient type to position an appropriate solution. 		

Rubric (continued)

Sales Call Focus Area	Score	Comments
<p>POSITION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Aptly transitions from uncovering the provider’s needs to positioning our product as a potential solution when the time is right. <input type="checkbox"/> Focuses on the appropriate messaging to best address the customer’s needs. <input type="checkbox"/> Correlates features such as efficacy and duration to benefits that address the specific patient type identified. <input type="checkbox"/> Checks in to confirm alignment from the customer by assessing with a trial close when appropriate. <input type="checkbox"/> Confidently navigates and uses sales aid to support their sales messaging. <input type="checkbox"/> Utilizes the tape measure demonstration when appropriate. 		
<p>CLOSE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Confidently asks for a specific commitment from the HCP. <input type="checkbox"/> Includes a clear time-bound element to the commitment, making follow-up expectations clear. 		
<p>RESPOND</p> <ul style="list-style-type: none"> <input type="checkbox"/> Reacts to questions and objections in a positive manner, understanding they are a true opportunity. <input type="checkbox"/> Answers Using ACST format (Acknowledge, Clarify, Support, Transition back to dialogue). <input type="checkbox"/> Incorporates SHAKE technique as appropriate. 		

Rubric (continued)

Other Areas of Focus

Fair & Balanced

- Accurately states approved product indication.
- Accurately represents adverse event and important safety information.
- Ensures message remains 100% compliant.

CO-PAY PROGRAM

- Accurately explains the JORNAY PM access program.
- Demonstrates mastery of the market access pieces.
- Verifies customer's objection to the co-pay program and demonstrates an understanding of the objection.
- Delivers appropriate responses to objections related to the co-pay program for JORNAY PM.

TOTAL SCORE:

Live Certification Guide

Rubric: Scenario 2

ADHD Specialist: _____

Evaluator: _____

Date: _____

Scoring Scale

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Needs Improvement	Meets Expectations	Exceeds Expectations	2

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