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## POWERING BOLD IDEAS – Justin Pugh and Nate Turner



If everything's bigger in Texas, then BOLDNESS is no exception. The CNS Specialty team in North Texas took BOLD action this winter when it set its sites on a large mental health account that would be a great fit with VRAYLAR. At stake was the largest single provider of mental healthcare in North Texas, with ten locations throughout the Dallas Fort Worth area. Nearly 30 MDs/Psych/NPs total see upwards of 52,000 patients a year.

CNS specialty representative Justin Pugh and his manager Nate Turner knew the account would be tough to crack. The organization has a strict "no rep/no sample" policy, in which they don't allow any representatives to see their MDs, take samples, copy cards or vouchers. Nate recalls, "They just turn you away at the door. No breakfasts or lunches and MDs are discouraged from attending out of office dinners from pharma companies." Nevertheless, the enticing stats this account boasts made it worth their best shot.

Since the organization has a no rep/no sample policy, Justin and Nate went straight to the corporate office. They worked with customers within the account to gain email and phone numbers to some key decision makers at their corporate office including the Director of Pharmacy Services, VP of Business Development, and the Chief Medical Officer. They didn't get any responses from the key figures they reached out to, but along the way they learned that the account has Board of Directors meetings that are open to the public.

So Justin and Nate attended the next Board of Directors meeting, and the next one, and the next one. Finally opportunity struck. Nate marvels: "Justin Pugh spoke to the Chief Medical Officer and got permission to talk to her Director of Pharmacy Services AND to present VRAYLAR data at their next quarterly Medical Staff Meeting!" All 27 MDs would be in attendance; this was a HUGE win for them.

When the VRAYLAR team presented at the Quarterly Medical Staff Meeting, it was the first speaker program ever allowed at a medical directors meeting. Nate's VP of Sales, Tim Lanier, adds: "Allergan will have many new CNS products and new indications for existing products where a strong relationship here will give us direct access to the decision makers for not only the outpatient but inpatient hospital services too." The final decision hasn't yet been made about whether or not this account will become one of Allergan's, but the journey to this point was powered by BOLD firsts.



## POWERING BOLD IDEAS: AREA ONE

Early in the summer of 2015, GI Manager David Harris was brainstorming with a few Area 1 colleagues. The group wondered how they could bring some much-needed relief to untapped GI sufferers. Regional Director Laura Leaton and then-Regional Director Karen Connolly had been collaborating with the Viberzi brand team, as well as VPs Erin Newton and Bill Johnson, on a still nascent idea to tap into endoscopy suites, but it needed fleshing out. The group asked one another, “What is the process behind a patient getting sent from a GI to an endoscopy office?” and “What happens then?” In other words, “What is the journey of a patient?”

After the brainstorming session, Harris and GI DM Joe Hirt devised a pilot program to get answers. They assigned two GI Specialty Reps, Janine Detter from Ohio and Courtney Fernandez from NYC, to collaborate and learn everything they could about how a patient gets sent from a GI to an endoscopy office and what happens then, i.e., “the journey of a patient.” As David Harris marveled, “In the past, barriers existed between state and regional lines that really prevented cross-functional partnerships such as Janine and Courtney’s. But they broke through these barriers to get answers.”

Detter and Fernandez knew that a lot of times a patient will leave an endoscopy with a clean scope (good) but no further support for what ails them (bad). So, they set off to find out what happens after a scope. They approached doctors they had good access to and asked them if they write any prescriptions right after the patient gets scoped. This wasn’t a leading question to get the HCP to write for Viberzi or Linzess. At this point they were still just gathering facts. But once they started gathering that information, they could apply it to Linzess and Viberzi. Another big takeaway from the summer was how important it is to know office procedures and dynamics. Detter stresses, “There are so many people a patient comes into contact with who can have an impact.” Most importantly the women realized just how many patients are being missed. They might go see two or three doctors. They might find out what they have, but no one’s giving them anything for their symptoms.

Detter and Fernandez’s findings eventually turned into the “Endo Suite Sellsheet.” It’s a single page of information that Reps can show HCPs to illustrate the discomfort, and the duration of discomfort, that many patients experience before being prescribed something for their IBS-D or IBS-C. How BOLD is that? Several colleagues from across a single sales area putting their heads together and putting rubber to the road to bring relief to population in need.

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## POWERING BOLD IDEAS – GARRETT BURRIER AND THE MENTORSHIP PROGRAM

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“It really hit home how important our job is.”

This was the biggest takeaway for Garrett Burrier after participating in Allergan’s mentorship program.

Through the mentorship program, Burrier was privileged to witness physicians diagnosing and treating people with Alzheimer’s disease. He saw up close what patients and their caregivers go through to get the best treatment they can: “Seeing how difficult it is on the family, seeing them crying and seeing the struggle, I was no longer just selling a product for a patient.”

The education someone gets while being mentored is not something that can be gleaned in any training session. Participants learn, for example, what is important to the physician and what the challenges and obstacles are. Getting such behind the scenes access helps reps come up with better solutions. “But I had never been so emotionally drained after a day of work in my life,” Burrier confesses.

Interestingly, Burrier wasn’t initially invited to participate in the program. He is a CNS District Manager in West Des Moines, Iowa and the program was designed to educate representatives. Burrier felt he wasn’t being the best manager he could be without having participated in the program. He reflected, “I didn’t feel comfortable asking people to do things I haven’t done, so I thought, if they’re doing it, why can’t I?”

Burrier brought up the idea to Sales VP Mike Watson, who agreed it would be a great resource: “To get a better understanding of each disease state,” Mike explains, “and what it looks like to doctors and their patients would make any participant more well-rounded, regardless of their position.” So Watson turned to Jerry Lynch and the rest is now company policy. Being able to connect with people whose lives are being improved by the products we promote is why many are drawn to this industry. As Jerry Lynch says, “That ability exists today because Garrett asked a simple question.” Simple. Bold. Results-driven.