



NOMINEE
BLUE

**COLLABORATE TO INNOVATE
WE ARE ALL IN IT!**

Tell us about innovations and accomplishments of your nominee(s)?

Immunology ISA Super Team

This team came together to share best practices and solve for the common ISA/iRep/iReach challenges across Immunology. As a result, all franchises were able to come together to understand and work to inform, prioritize iRep enhancements and functional updates as it relates to marketing assets. Rheum and Gastro leveraged shared assets for HUMIRA Complete ISA tiles. DERM is optimizing the layout of the safety presence in their tiles by sharing rheum and gastro's execution with the MR review team. Each team is taking away ideas to align and/or improve assets in their franchise.

Share examples of how Take 5 and Walk the Halls were leveraged by the team

The team committed to meeting on a bi-weekly basis to tackle challenges. We prioritized our agendas to learn from what others are currently doing, topics we covered (ISA content, utilization challenges, rep delivered email strategies, content organization, etc) bringing in partners from CE, iRep and even other franchises outside of Immunology (AndroGel and Synthroid). By committing to regularly scheduled time to share and understand what All-Immunology is doing, we are getting closer to the vision of a 1MMUNOLOGY approach.

What, if any, additional information would you like to share?

It was hard to stop at 10 people! CE has been amazing at helping to coordinate our special guests. We've learned so much from Jason Harris in the iRep team and the other franchises (AndroGel, Synthroid, Creon). Those teams have asked to be a part of the meetings on a regular basis as opposed to just on a as-needed invitation. We're gaining a ton of momentum in expanding the thinking from a well executed ISA/rep-email to how these tools fit into our digital transformation and iREACH strategy.



IMMUNOLOGY
**GAME
CHANGER**



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