

NOMINEE  
**PLUM**

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

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

**Peer-to-Peer Collaboration Group**

Initiated first-ever peer to peer collaboration group to share learnings, initiatives even beyond Immunology, to include all commercial teams. This is a best practice initiative that revealed unknowns across teams and will result in more effective and efficient execution for this very important, high-ROI and high-budget activity for AbbVie US Commercial teams.

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

- Formal Meetings
- Get-to-knows
- Innovation Sessions
- Cross-attend speaker training events
- Share new programming
- Share project LEAP findings
- Vendor efficiencies
- Cross-TA/specialty tactics eg rheum/derm, gastro/derm, rheum/gastro

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

The spirit of this initiative was truly collaborative and provided a sense of “all for one,” not self-promoting focus of “I’m the one shining star” that too often can underlie initiatives.



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