



NOMINEE
PURPLE

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

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

“G Team” for HUMIRA.com

The “G Team” as they have become to be known consistently demonstrates collaboration in the spirit of IMMUNOLOGY. Representing each of the franchises (R/D/G/Complete), they work together to prioritize key updates across the business in a way that meets the needs of patients and their respective franchise teams. They often work together to shift the timing of their site updates around black-out periods and to minimize site changes so that we maximize stability and performance of H.com. This year in particular, the team has taken their performance to the next level, collaborating not only on maintaining our current H.com site, but working together to audit content for our shift over to the Adobe platform. This key initiative has tasked them, in effect, with the role of managing two key assets on the business in parallel. In addition to the managing the migration, the team has also been actively involved in developing the training to help their colleague learn the new platform and did much of the “heavy lifting” in developing the 2018 Adobe Tactical Plan.

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

The team meets formally and informally to coordinate project timings, updates and discuss trade-offs that they to be made to each of their projects. This communication happens frequently across the G Team. Individually, each G Team member serves as the H.com/Adobe Ambassador to their respective IBT’s, keeping everyone informed of the Adobe installation as well as teaching us more about the new capabilities that we can leverage next year.

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

The complexity of the Adobe installation is unprecedented at AbbVie. With the adoption of the Adobe platform we are implementing a new technology platform and operating model with 5 different partners across 19 work streams encompassing 32 technical integrations.



The AbbVie logo, consisting of the word "abbvie" in a lowercase, white, sans-serif font, is positioned in the bottom right corner of the page. The background of the bottom section is a dark purple gradient with abstract geometric shapes and light spots.