

# Cross-functional Training for Leading Biopharma Company

Case Study | Leading Biopharma Company

HEOR modelling, Value Communication, Real-World Evidence (RWE), and Patient-Reported Outcomes (PRO) in Africa and Middle East regions



## Background

A leading biopharma client was seeking to elevate their Africa and Middle East teams' skillset in HEOR modeling, value communication, RWE, and PROs with a training partner experienced in serving those regions.

## The Challenge

Regional teams were struggling to:

- Understand HEOR concepts and methodologies
- Evaluate pharmacoeconomic studies caused by limited exposure to value frameworks
- Apply best practices when initiating HEOR stakeholder messaging
- Manage RWE/PRO entry agreements

# The Solution

## Clarivate Commercial Consulting

Crafted a new training programme to elevate team's the level of experience, understanding, and capabilities by engaging external stakeholders to partake in informative and interactive teaching sessions. Clarivate tactics and solutions included:

- Expert scientific writing
- Compelling design
- Health economic modelling expertise
- Clinical outcomes assessment expertise
- Real World Evidence expert advice and input
- Mock negotiations

# The Results

A formal training program designed to 'raise the bar'



Upskilled Africa and Middle East regional teams in market access principles and how to best work cross-functionally



Provided regional teams with skills and confidence via first-hand mock experience of negotiations with relevant stakeholders in their responsible markets



Achieved all learning objectives and raised confidence across the team having started with a poor understanding of key concepts

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