



Case Study: Speech & Presentation Coaching for Clinicians & Scientists (2)

Situation:

- Several clinician-researchers from biopharmaceutical companies needed to present information about new medicines to a formulary committee that would decide where in a Medicare formulary classification system each new medicine would be placed.
- The placement of new medicines within a formulary is potentially critically important because it can significantly affect how easily clinicians and patients will be able to access the new medicines – which directly translates into sales and revenues.
- The formulary committee members had a mix of clinical and scientific backgrounds, but none were deep experts in the therapeutic areas covered by the new medicines. This created a challenge for providing the right level of information and descriptions about each new medicine's pharmacology and pathology in a limited amount of time.

Actions:

- I worked with each clinician-researcher and their immediate staffs so that they understood the composition of the formulary committee, and the time limits and other parameters for making their presentations.
- We refined the presentation slides and background materials to ensure that the key differentiating points about their new medicines were highlighted in both the graphics included in their slides, and their verbal presentations.
- Depending on their individual capabilities and styles, I worked with each clinician-researcher to improve the flow and focus of their presentation to ensure it met their objectives, and to ensure that:
 - They were comfortable with the revised slides;
 - They were able to effectively convey the most important information; and
 - They were able to do their presentations within the time limit.

Outcomes:

- Each clinician-researchers effectively presented their information and slides, and were comfortable in doing so.
- The formulary committee actions were not always what the company was seeking (e.g., creating a new class for a medicine with a novel mechanism of action), but placement was achieved in the desired class when the committee had several options – particularly for immunomodulating biologics.