



**GET INTERACTIVE.  
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To: Purdue Field Force

From: Sales Leadership Team

Bulletin #: 233

Date: November 10, 2016

### **ATBM Enterprise Collaboration – Leigh Varnadore**

**Situation/Task:** What were the circumstances surrounding your success? I am a newly appointed ATBM with responsibility for LTC. Michael Packer Senior RAE has developed strong relationship in the territory for years prior to my transition into the role and we have always worked well together. He was able to introduce me and give me an appointment that he had previously scheduled for himself. The appointment is with a key Closed Provider Pharmacy Account. The appointments for Omnicare in this office are scheduled long in advance and very coveted.

**Action/Execution:** What specific steps were taken to get to the positive outcome? I was able to take the appointment and because of the trust they had developed with Michael in the past I had immediate credibility. I was able to do an in-service for the entire group of consultant pharmacist for the entire Atlanta Market sharing Purdue's non-branded resources and a full clinical product presentation.

**Result:** How was the patient/customer/medical community impacted? The in-service resulted in the consultant pharmacist reaching out to me to recommend nursing home and medical directors to share our resources and appropriate products. We have developed a partnership with a shared priority of helping the nursing homes help patients. This help could be our medication or it could be simply an unbranded assessment tool resource that we have made available to the homes.

**Learnings:** What will you do differently moving forward based on the outcome?

I will continue to collaborate with colleagues and work together to show Purdue United. Michael has followed this introduction up with subsequent introductions that have resulted in similar results.

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