



Patient-Focused Interactions

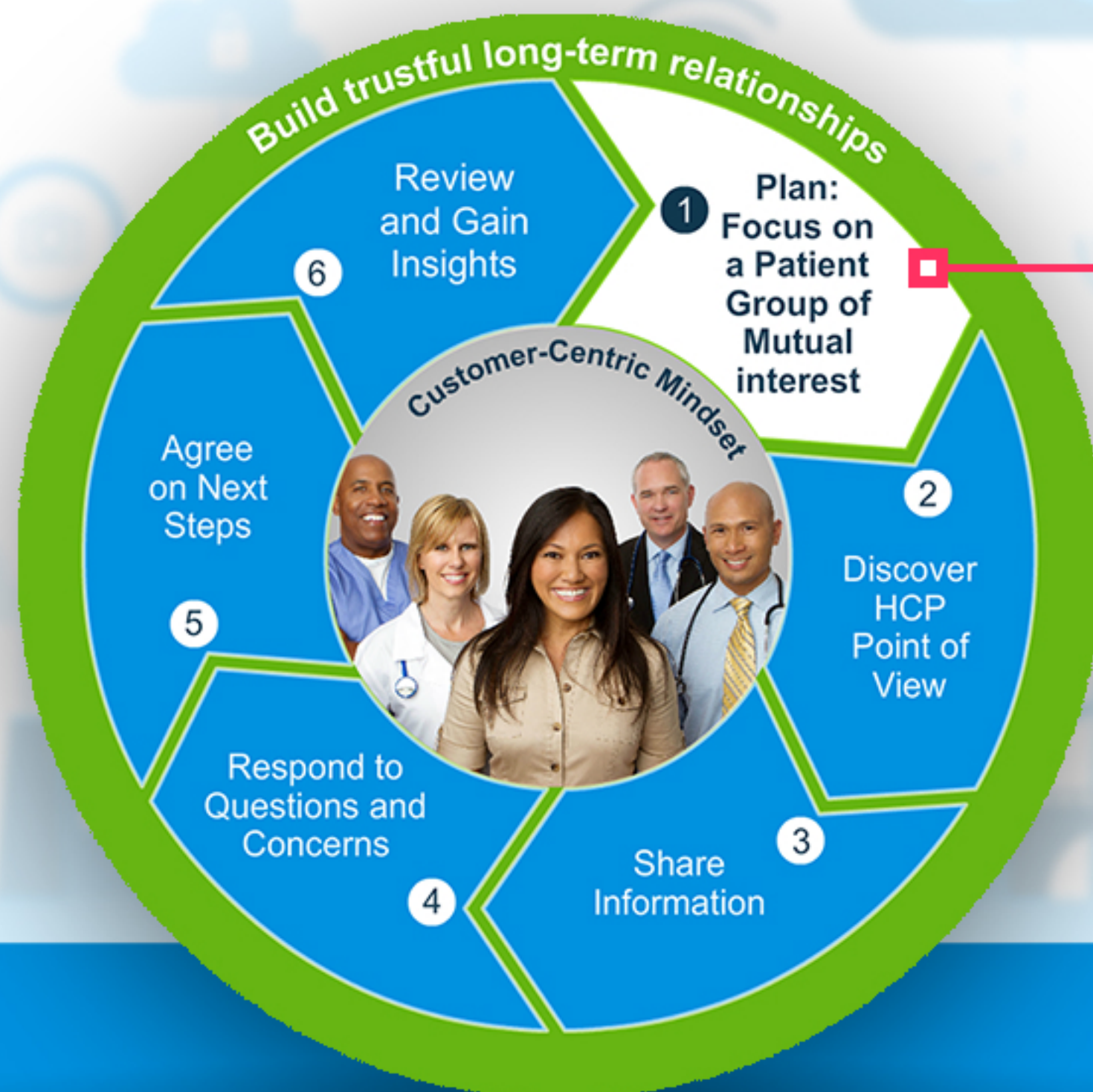


PATIENT-FOCUSED INTERACTIONS





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PLAN: FOCUS ON A PATIENT GROUP OF MUTUAL INTEREST

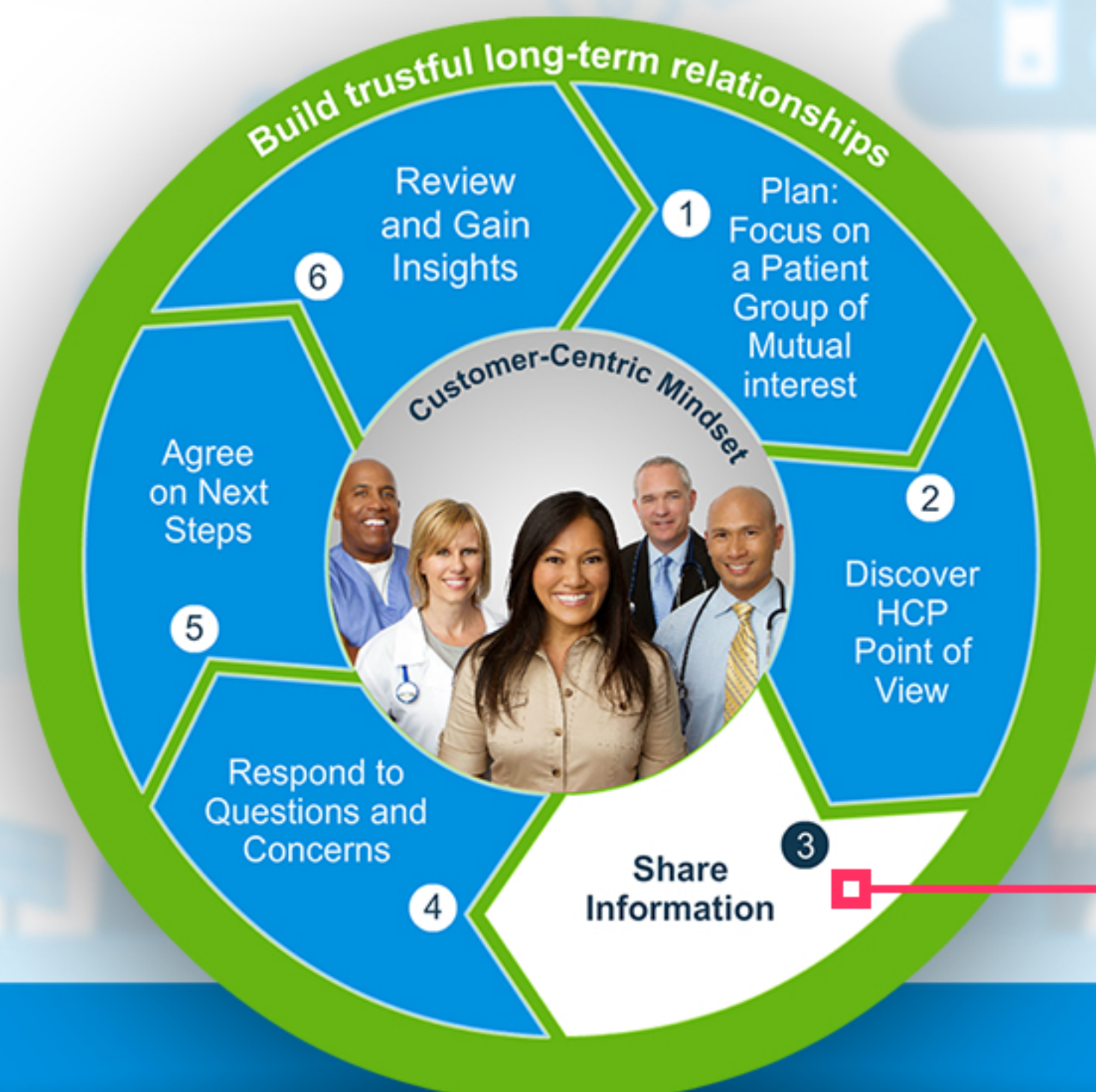
Before each TL interaction, based on what you know about the TL's Point of View:

- Set clear **interaction objectives**
- Select appropriate resources



DISCOVER HCP POINT OF VIEW

Continuously deepen your understanding of each **TL's point of view** regarding the care of a **patient group**.

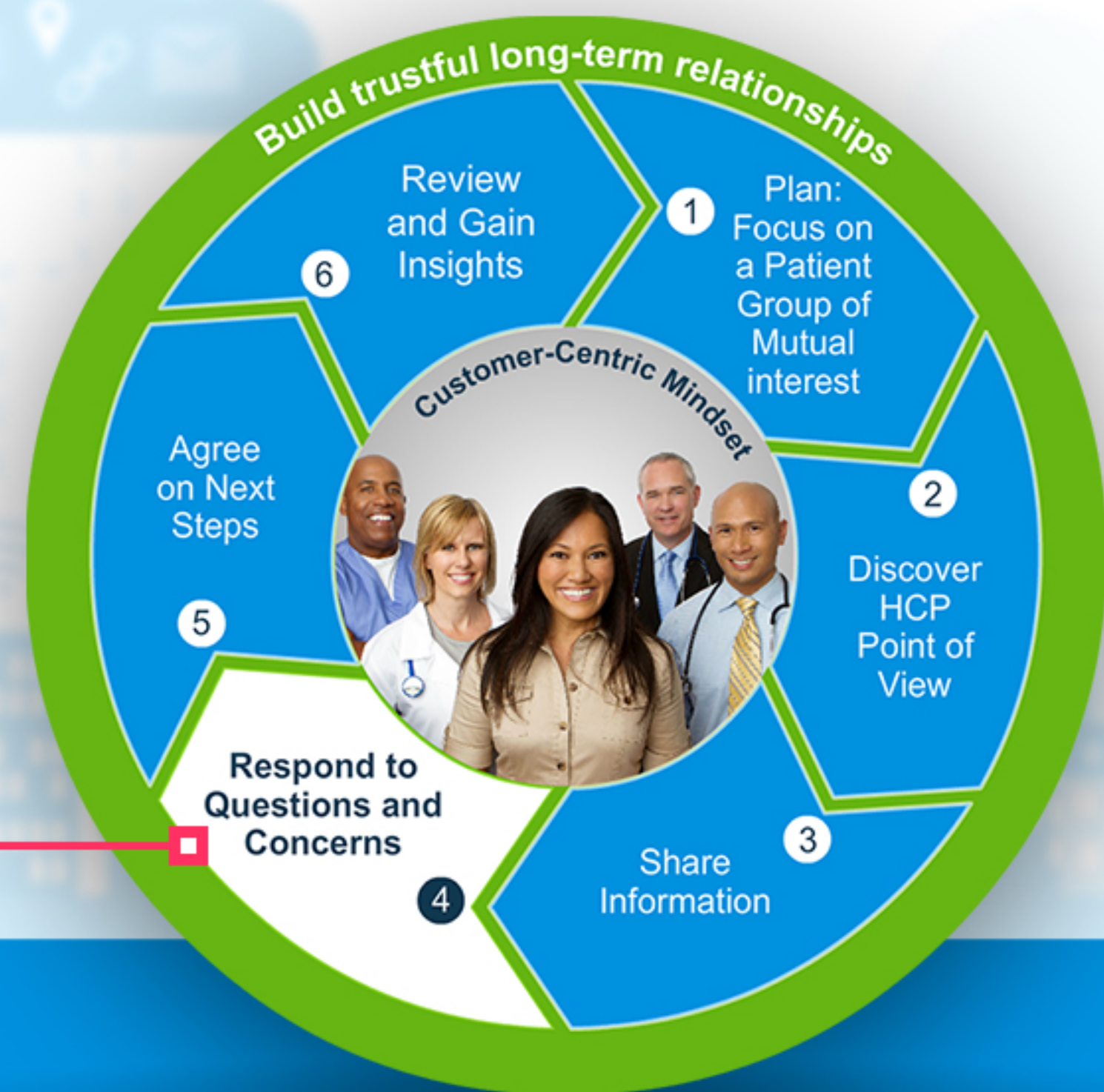


SHARE INFORMATION

Align medical science information with **the point of view** of each TL as **evidence for the value** of Bayer therapies.

RESPOND TO QUESTIONS AND CONCERNS

- Customer questions and concerns are **opportunities for mutual learning**.
- Carefully **clarify** questions and concerns before responding.



AGREE ON NEXT STEPS

At the closing of each interaction, agree on **mutual next steps**.



REVIEW AND GAIN INSIGHTS

After each interaction:

- Review the **achievement** of interaction objectives
- Record **new information**
- **Share key information** with Bayer colleagues

