



Patient-Focused Interactions



PATIENT-FOCUSED INTERACTIONS





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PLAN: FOCUS ON A PATIENT GROUP OF MUTUAL INTEREST

Before each HCP interaction, based on what you know about the HCP's Point of View, the PGMI and the outcomes of previous interactions:

- Set a clear **interaction objective**
- Select appropriate resources to engage customer during the interaction



DISCOVER HCP POINT OF VIEW

Continuously deepen your understanding of each **HCP's Point of View** regarding the care of a **patient group** and validate HCP/PGMI's Priorities and Needs

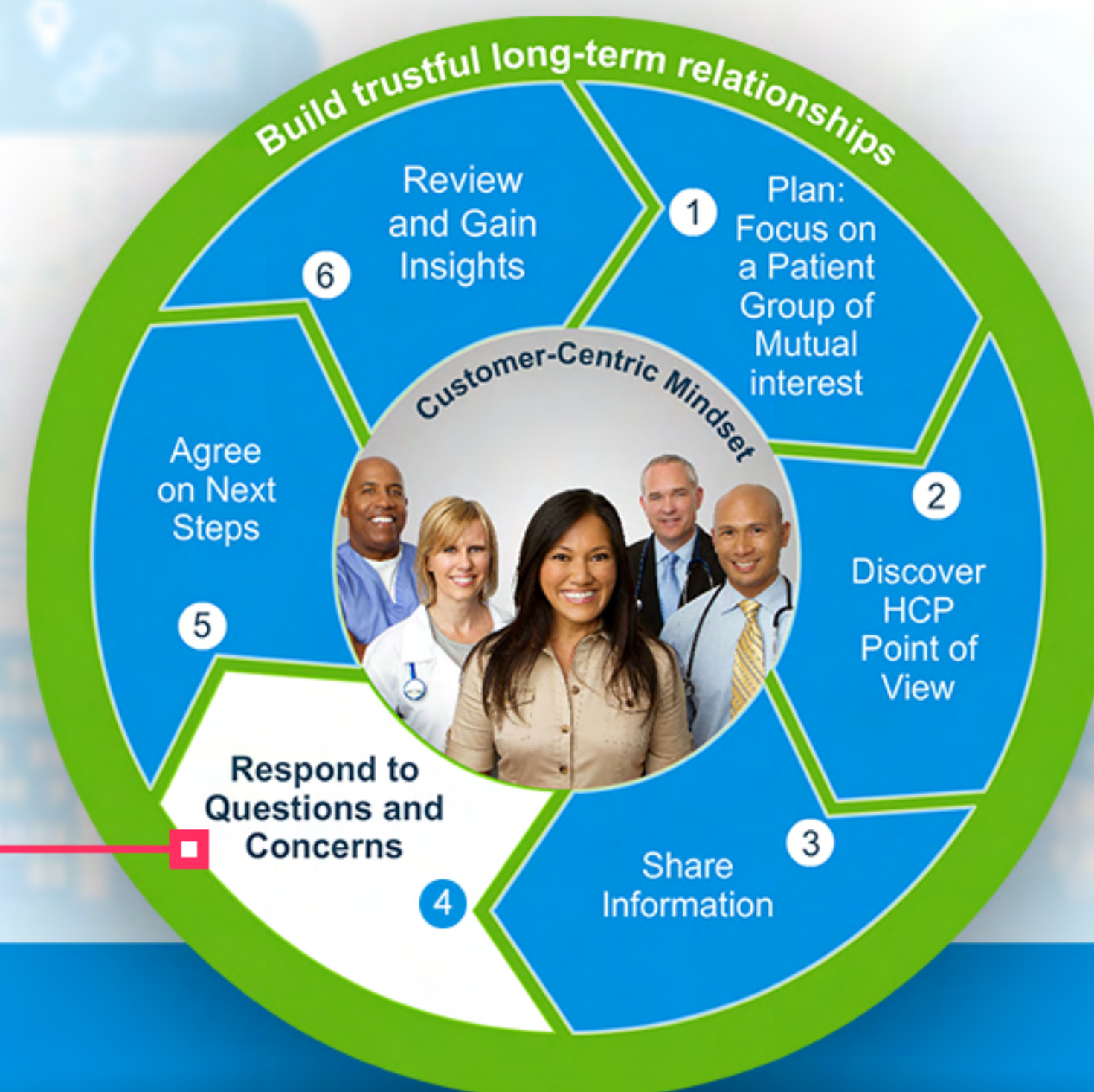


SHARE INFORMATION

Share Brand **benefits** aligned to HCP/PGMI **priorities and needs**

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

