

ELEVATE Collaboration With Simulation-Based Learning

Simulation Case Study Materials

Case Study Goals

You are part of a commercial team comprised of specialists and educators responsible for **ACTANDOL**, which launched 6 years ago, and **ACTANEW**, which will launch in 3 months. Both are treatments in the oncology field.

The person who developed your plan is out unexpectedly for the remainder of the year! You must collaboratively build and implement an action plan for the second half of year (Q3 & Q4) across 8 stakeholders.

You have a finite number of resources and time to complete this activity and will need to decide how to allocate your available activity points across your stakeholders.

**Your goal is to maximize your results,
measured by units of medication sold.**



Product Background: ACTANDOL

- Launched 6 years ago
- A strong pain killer indicated for bone metastasis
- An oral treatment mainly delivered in pharmacies
- Competes with a product called CONCUDIX with a similar mechanism of action, efficacy, and safety data

Product Background: ACTANEW

- An innovative biological indicated as a second-line treatment for gastrointestinal cancers with metastasis after the failure of second-line chemotherapy (CARBIMATAXEL or COULARIBINE)
- 95% of patients receive a first-line chemotherapy before the second-line treatment (biological)
- There are 3 main categories of second-line protocols:
 - Biological only
 - Biological after surgery
 - Biological and radiation therapy
- Approved with a very good "high therapeutic value" in its indication
- Good safety profile with the exception that 1% of patients had an arrhythmia. Cardio monitoring is routinely performed since this finding
- Will face 2 competitors:
 - COETUX, which launched 3 years ago with the same indication as ACTANEW
 - LORTAX, which will launch at the same time (in 3 months)
- ACTANEW and its competitors are administered only in hospitals



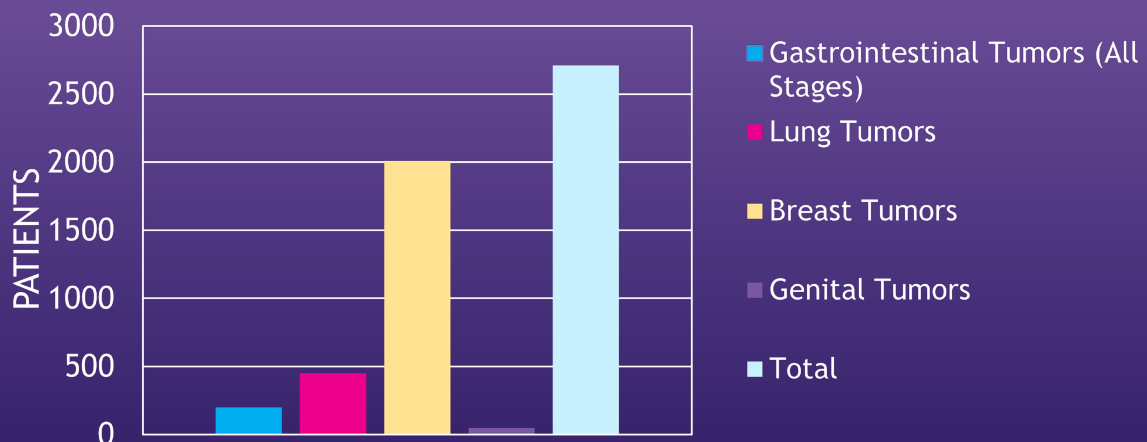
Mountainside Regional Medical Center

This internationally recognized center of reference for the treatment of patients with cancer is responsible for all cancer pathologies. Several doctors work at this facility.

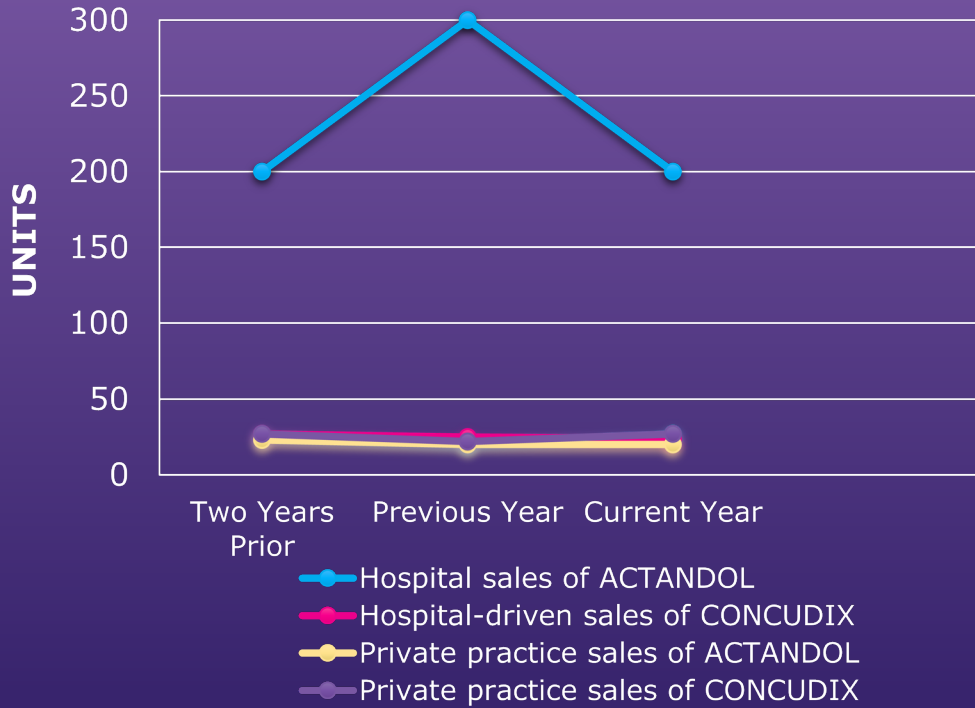
Given the large number of patients, a partnership has been established between this organization and the private hospital, since the majority of patients requiring radiation therapy are referred to here.



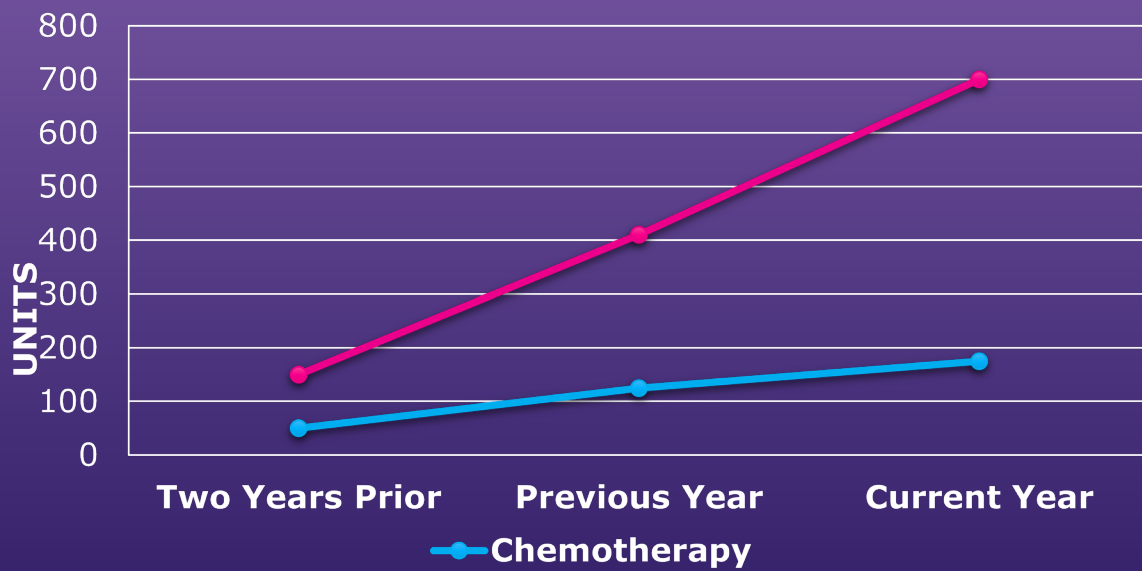
Mountainside Regional Medical Center Patient Data



Mountainside Regional Medical Center ACTANDOL Market



Mountainside Regional Medical Center ACTANEW Market



Stakeholder: Barns



Department	ONCOLOGY
Position	Head of department
Specialty	Gastrointestinal (GI) cancers
Years of experience	31
Role	Development of cancer management guidance documents/coordination of therapeutic research/sets up patient monitoring procedures/informs and follows patients with complex pathologies throughout their hospitalization
Clinical trials	Highly involved in clinical trials; participated in the trial for COETUX
Relationships within the hospital	Very good relationship with the radiology department; relations with the GI department are more tense due to some intra-hospital "competition"
Relationships outside the hospital	Direct relationship with the National Regulatory Body/gives courses at the Faculty of Medicine
High user of pharma digital channels	No
Prescribing behavior/use of ACTANDOL	Neutral
Prescribing behavior/use of COETUX	Supportive
Attitude toward new treatments	Conservative
Main insights captured	The oncology department receives patients from the whole region, particularly from the University Hospital after failure of first-line treatments. When radiation therapy is indicated, the majority of patients are sent to the MS Medical Center. When surgery is indicated, patients are treated directly in the gastroenterology department.
Pharmaceutical industry access	Very difficult to book an appointment within 3 months
Number of face-to-face calls last year	3



Stakeholder: Duke



Department	GASTROENTEROLOGY
Position	Nurse
Specialty	None
Years of experience	10 years
Role	Pain management/assesses patients' pain on a daily basis/listens and provides patients the medications prescribed by the doctor/alerts the doctor if necessary/on chemo staff
Clinical trials	No
Relationships within the hospital	No close relationships
Relationships outside the hospital	Unknown
High user of pharma digital channels	No
Prescribing behavior/use of ACTANDOL	Non-prescriber
Prescribing behavior/use of COETUX	Non-prescriber
Attitude toward new treatments	Cautious
Main insights captured	None
Pharmaceutical industry access	Appointment possible, generally within a week
Number of face-to-face calls last year	5



Stakeholder: Finch



Department	PHARMACY
Position	Head of Department
Specialty	None
Years of experience	22 years
Role	Manages the purchase, storage, and dispensing of medicines and medical devices/manages clinical trials/performs in-hospital or outpatient preparation/participates on the drug commission/participates in biomedical research/participates in training and teaching staff
Clinical trials	Participates in clinical trials/analyses the effects of new drugs and medical devices
Relationships within the hospital	On the medical board/head of the pharmacy/department head of the oncology pharmacy of the Hospitals of the Northeast/consults with the heads of oncology and biology on the purchase and use of new drugs or medical devices
Relationships outside the hospital	In direct contact with Bowman, Dartmouth, and Addison laboratories for the supply of medicines and medical devices
High user of pharma digital channels	Yes
Prescribing behavior/use of ACTANDOL	Supportive
Prescribing behavior/use of COETUX	Neutral
Attitude toward new treatments	Very supportive
Main insights captured	Meeting once a week with the heads of oncology, pharmacy, and pathology where new drugs and medical devices are discussed and their possible purchase.
Pharmaceutical industry access	Appointment possible generally within 2 weeks
Number of face-to-face calls last year	5



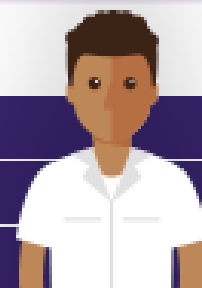
Stakeholder: Thomas



Department	ONCOLOGY
Position	Medical doctor
Specialty	Gastro-intestinal (GI) cancer
Years of experience	9 years
Role	Development of clinical research/conducts initial assessments/treatment of pain/informs and follows the patient throughout his hospitalization/manages the supply of drugs to the department/on the chemotherapy staff
Clinical trials	Highly involved in clinical trials
Relationships within the hospital	Works closely with Dr. Salomon
Relationships outside the hospital	Minimal
High user of pharma digital channels	Yes
Prescribing behavior/use of ACTANDOL	Non-prescriber
Prescribing behavior/use of COETUX	Supportive
Attitude toward new treatments	Supportive
Main insights captured	The most dynamic person in the department; respected by her peers, she has a very important role within the hospital
Pharmaceutical industry access	Appointment possible within a month
Number of face-to-face calls last year	0



Stakeholder: Nelson



Department	PHARMACY
Position	Pharmacist
Specialty	None
Years of experience	8 years
Role	Validates the prescriptions/answers the questions related to services/manages the sterilization of the medical devices/ensures the traceability of certain drugs and implantable medical devices/participates in pharmacovigilance actions/participates in best practices for medication in the hospital/ensures drug safety and handling/control of raw materials
Clinical trials	None
Relationships within the hospital	Direct link with the oncology department to manage the supply of drugs and medical devices
Relationships outside the hospital	Unknown
High user of pharma digital channels	Yes
Prescribing behavior/use of ACTANDOL	Supportive
Prescribing behavior/use of COETUX	Neutral
Attitude toward new treatments	Neutral
Main insights captured	Attends certain meetings with oncology, pharmacy, and pathology department heads where new drugs and medical devices are discussed as well as their potential purchases
Pharmaceutical industry access	Appointment possible generally within 2 weeks
Number of face-to-face calls last year	5



Stakeholder: Roth

Department	ONCOLOGY
Position	Medical doctor
Specialty	Gastro-intestinal (GI) cancer
Years of experience	5 years
Role	Pain management/informs and follows the patient throughout hospitalization/conducts initial assessments/on chemotherapy staff
Clinical trials	Highly involved in clinical trials
Relationships within the hospital	Works closely with Dr. Barns and follows her recommendations
Relationships outside the hospital	Previously worked at Memorial Sloan-Kettering, with whom he kept very good contacts
High user of pharma digital channels	Yes
Prescribing behavior/use of ACTANDOL	Supportive
Prescribing behavior/use of COETUX	Neutral
Attitude toward new treatments	Supportive
Main insights captured	Arrived recently in the department
Pharmaceutical industry access	Appointment possible within a week
Number of face-to-face calls last year	3



Stakeholder: Salomon



Department	ONCOLOGY
Position	Medical doctor
Specialty	Gastrointestinal (GI) cancer
Years of experience	15 years
Role	Clinical trials (75% of time)/coordination of clinical research
Clinical trials	Conducts clinical trials of patients who cannot be treated with existing therapies/conducts clinical trials with healthy volunteers
Relationships within the hospital	Perceived as someone who does not follow protocol; respects and seeks the opinion of Dr. Barns
Relationships outside the hospital	Works with the Boiron laboratory on the development of new treatments and medical devices
High user of pharma digital channels	Yes
Prescribing behavior/use of ACTANDOL	Supportive
Prescribing behavior/use of COETUX	Neutral
Attitude toward new treatments	Neutral
Main insights captured	None
Pharmaceutical industry access	Appointment possible within a month
Number of face-to-face calls last year	2



Stakeholder: Young



Department	RADIATION
Position	Medical doctor
Specialty	All types of cancers
Years of experience	18 years
Role	Main department for all radiation-based protocols
Clinical trials	Involved in clinical trials/evaluates the impact of radiation therapy on various types of cancer
Relationships within the hospital	In direct connection with the oncology department for the treatment of certain tumors/good relationship with the oncology department/Dr. Young and Dr. Barns know each other well
Relationships outside the hospital	Has set up an agreement where two-thirds of metastatic patients treated with radiation therapy are followed by her and her team in the MS Medical Center
High user of pharma digital channels	Yes
Prescribing behavior/use of ACTANDOL	Supportive
Prescribing behavior/use of COETUX	Supportive
Attitude toward new treatments	Very supportive
Main insights captured	None
Pharmaceutical industry access	Appointment possible within a week
Number of face-to-face calls last year	6

