



Simulation-Based Learning
CentrX Scenario Workshops





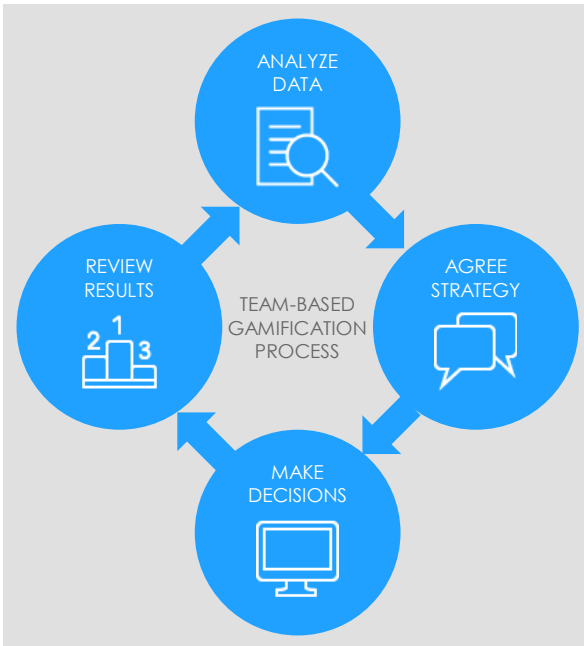
Bio-pharma's powerful new learning platform.

CentrX is an innovative management development platform, incorporating the latest business simulation, designed to prepare top bio-pharma firms for success in 2017 and beyond.

CentrX is designed to enable organizations to achieve real and lasting change by embedding a customer-centric approach to commercial strategy.

This exciting new platform can be tailored to specific learning needs. Captivating workshop sessions and engaging case studies complement the simulation and allow participants to gain knowledge and adapt behavior through experiential learning.

Together with simulation originator StratX, 3Rock has been providing immersive, interactive and dynamic computer-based pharma simulation workshops globally for the last decade.



Take a strategic approach to planning.



BRAND
POSITIONING



SITUATIONAL
ANALYSIS



COMMERCIAL
PLANNING



MARKET
DYNAMICS



BRAND
CONTRIBUTION



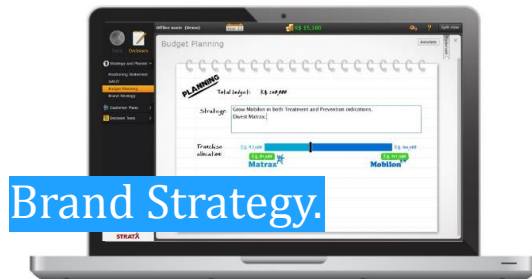
CUSTOMER
INSIGHTS



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An immersive, competitive learning environment.



Build successful brands.

Manage strategic and tactical marketing decisions for multiple brands in a realistic market scenario, fighting a number of fictitious diseases.

Experience the challenge of managing mature blockbuster brands or new launches - focusing on prevention, treatment or both.



Analyze market opportunities.

Monitor the market's reaction as you focus your strategy to beat the competition and engage key stakeholders, including:

- Patients
- Prescribers
- Payers
- Pharmacists



Become customer-centric.

Experience a dynamic approach to discovering and using insights in order to:

- Develop superior customer offerings
- Sharpen tactical decisions
- Invest in impactful multi-channel marketing programs

CENTRX
GAMIFICATION
SCENARIOS

LAUNCH SCENARIO

Manage two mature brands in specialty care + primary care environment (one disease area). Maximize market performance & customer satisfaction for six years against four competitors & generics.

DEFEND & GROW SCENARIO

Manage the pre-launch of a new specialty care brand into a competitive marketplace. Continue to manage brand for four years following the launch and identify/capture key opportunities.

PORTFOLIO SCENARIO

Manage the life-cycle of three brands in two separate therapeutic areas across an eight year timescale. Manage cash flow and allocate restricted budget across priority brands, customers and tools.

This example highlighted
in following pages

CentrX Simulation Workshops

- ◆ A new program designed to meet the needs of pharma companies looking to compete in a mixed world of long-listed products and new biologics
- ◆ Workshop participants compete in a PC simulation environment. Their challenge is to manage assigned brands, maximizing sales against current competitors and upcoming launches.
- ◆ Participants must quickly analyze data and evaluate the effectiveness of the team's actions, adjusting decisions to sharpen brand plan strategy and implementation.



Workshop Learnings & Target Audience

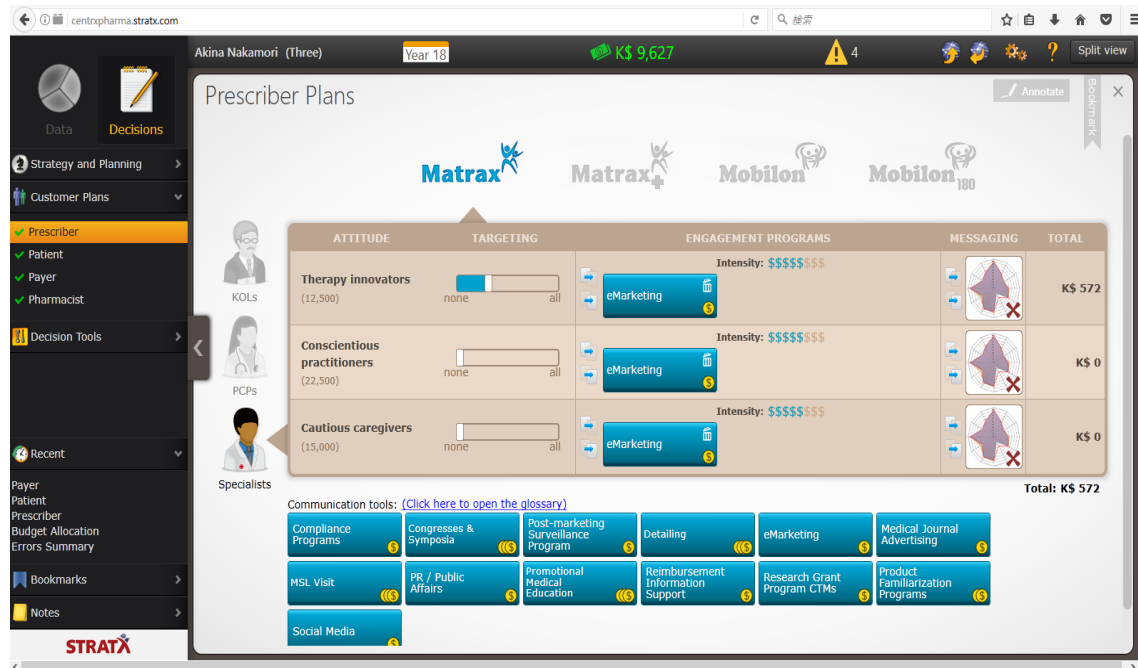
- ◆ The simulation experience drives learning around
 - Resource allocation vs. multiple competitive products
 - Key points in effectively analyzing and leveraging large data sets
 - Best practices in KPI setting, tracking and plan adjustment
 - Proactive management of multiple stakeholder groups
 - Establishment of sharp segmentation and targeting
 - Effective multi-channel management
 - Key considerations for post-launch data generation, new formulations, new indications, and other LCM decisions
- ◆ This workshop is designed for pharma company staff in these functions
 - Marketing & communications
 - Sales promotion, sales planning, SFE
 - Data generation, medical, LCM
 - Portfolio management
 - Corporate planning, management, finance

Overall Flow



Simulation Decisions - Image

- Physician Approach
 - Target doctors
 - Communication & programs
- Other Stakeholders
 - Payers, pharmacists, patients
- Budget allocation by product and initiative
- LCM Decisions
 - New Formulations
 - Phase IV trials
 - Market-shaping programs



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