



Ambassador Program Training – Regional CR COE

27 Nov 2018

Morgan King, Sr. Director, Ambassador Directors, US
Amina Lobban, Vice Chair, Global Ambassador Committee

HBA.net.org

Agenda

1. Purpose & Welcome
 2. Introductions
 3. Ambassador Program Training
 4. How We Will Work Together
 5. Call to Action
 6. Next Steps
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Purpose & Welcome: Why Are We Here?

- To establish a common understanding of the Ambassador Regional Director role and how the CR COE can support what is needed
- To support HBA's goal of expanding the Ambassador Program ("HBA Inside") to more organizations and to maintain strong programs where they exist

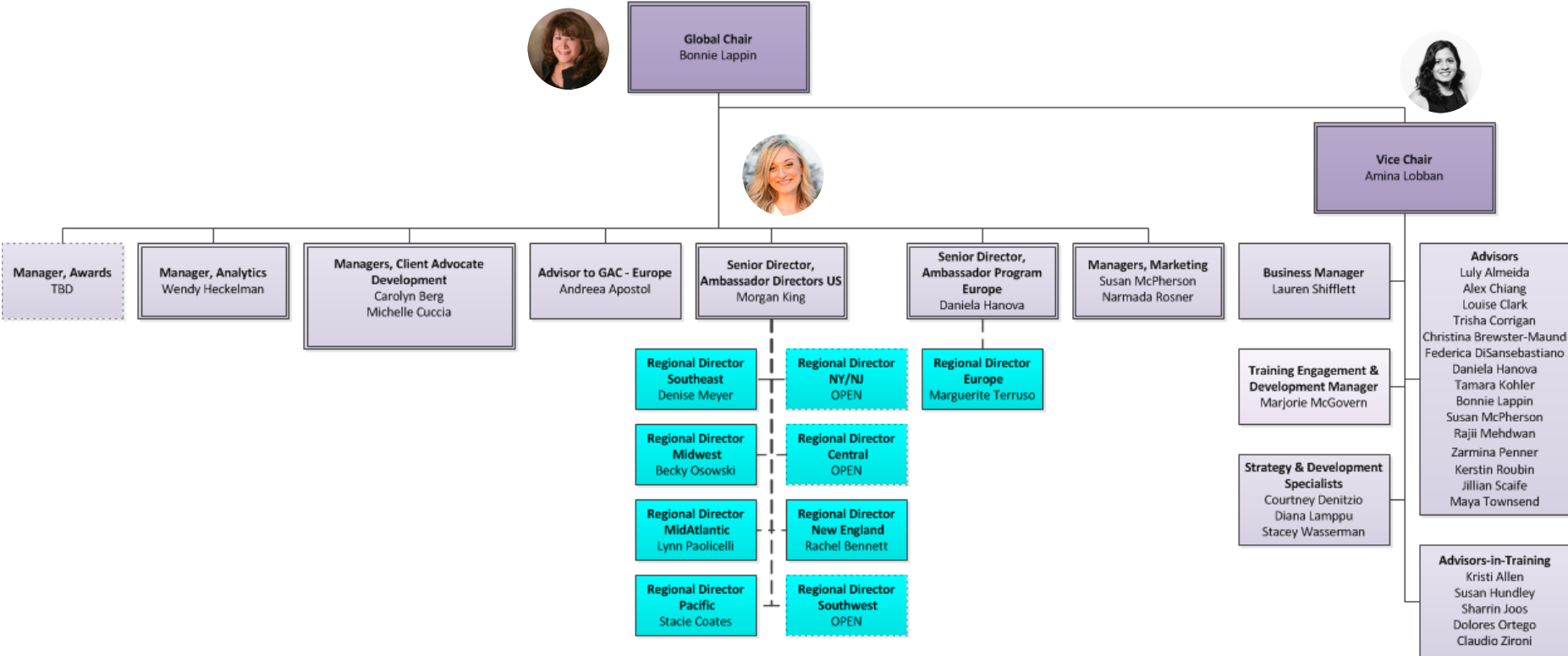
Purpose & Welcome: Why Are We Here?

- Establish a common understanding of the Ambassador Program, the Ambassador Regional Director role and how the CR COE can support what is needed
- Expand the Ambassador Programs to more organizations and to maintain strong programs where they exist



- ✓ Develop a diverse bench of future leaders
- ✓ Provide exposure and opportunities to high potential women
- ✓ Cultivate more internal and external advocates and mentors for employees
- ✓ Increase employee engagement and job satisfaction
- ✓ Build company brands with respect to diversity and inclusion

HBA GLOBAL AMBASSADOR COMMITTEE



Regional Directors Ambassador Community



MARGUERITE TERRUSO
EUROPE REGION
Senior Regional Brand Manager
Endocrine Care
Pfizer



RACHEL BENNETT
NEW ENGLAND REGION
Client Account Executive, Enterprise National Health
Systems
athenahealth



LYNN PAOLICELLI
MID-ATLANTIC REGION
Director, Business Development
TayganPoint Consulting Group



STACIE COATES
PACIFIC REGION
Senior Vice President Client Services
The Access Group - TAG Managed Markets



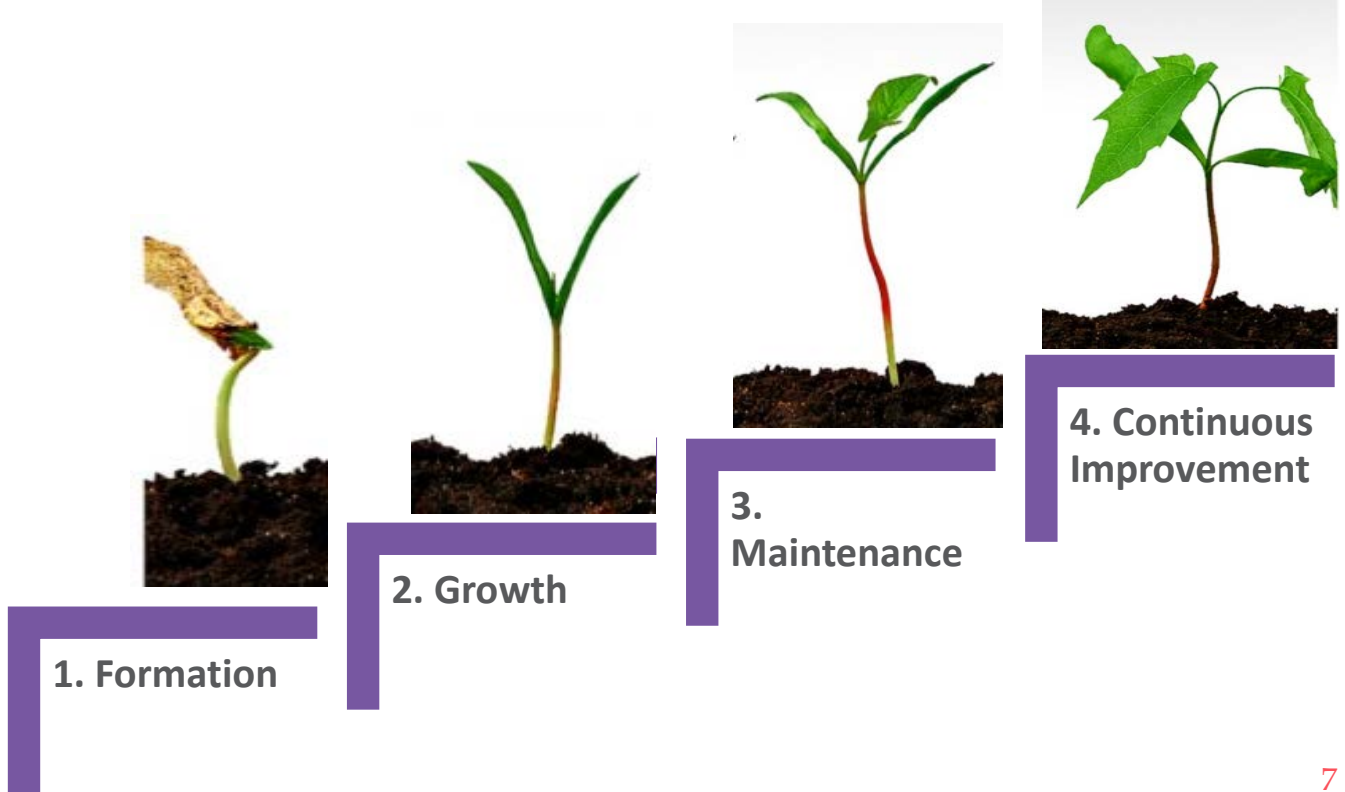
BECKY OSOWSKI
MIDWEST & CENTRAL REGIONS
Senior Manager, Fraud Investigations
& Dispute Services
EY



DENISE MEYER
SOUTHEAST REGION
Pathology Diagnostics Liaison,
Oncology Biomarkers & Diagnostics
Bristol-Meyers Squibb

Help wanted: Central , NY/NJ Region, Southwest

Regional Directors Training – The Ambassador Program Development



Regional Spread of Ambassador Programs

Region	Company		Region	Company		
NY/NJ	RD Position not filled Medidata NY Celgene US Ortho Clinical Purdue Bayer KPMG		Europe	Shire Zug Baxter Global DePuy's Zuchwil Pfizer Europe Shire Austria BD Switzerland BD Germany Sanofi – France	F. Hoffmann La Roche – Basel Lundbeck UK Medidata London Syneos London IQVIA London Takeda London Syneos London	J&J UK Novartis London GSK London Celgene Europe KPMG Europe BMS - Ireland UCB Brussels BD Italy
Mid-Atlantic	N/A		Southeast	UPS FL Walgreens FL	athenahealth – Atlanta Ortho Clinical FL IQVIA	
Midwest	Baxter Chicago - part of Baxter Global Eli Lilly Lundbeck		Southwest	N/A RD Position not filled		
New England	Shire Takeda athenahealth	Pfizer IQVIA Trinity Partners	Central	N/A RD Position not filled		
Pacific	Amgen CA Avanir		Global	UPS Toronto Takeda Japan		

HBA Global Ambassador Committee Roles

Regional COE includes Corporate Relations COE President, Regional Director Business Development and Regional Director Ambassador Community

*Ambassador Regional Directors are encouraged to build a committee of volunteer Account Managers to manage Ambassador Companies within their region

Manager, Client Advocate Development

Senior Industry Leaders who will initiate discussions to cultivate Senior Advocates and Sponsors for the Ambassador Programs within the Corporate Partners

Advisor

Each program is assigned one or more Advisors who work closely with the team and coaches them throughout the year. The Advisor(s) and Ambassador Regional Director will work very closely on an ongoing basis once the program is launched.

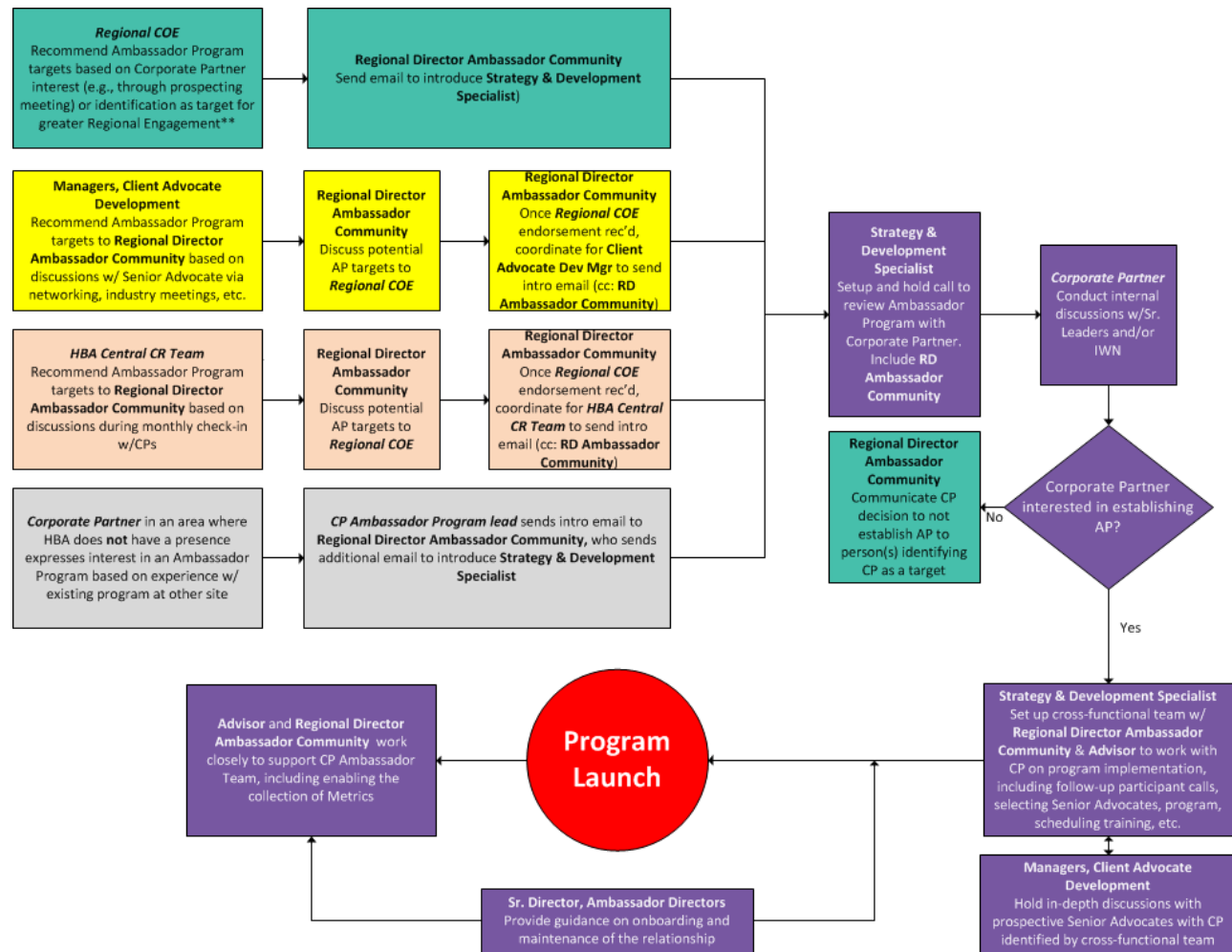
Strategy & Development Specialist

GAC team member who conducts initial meetings with CPs to discuss the AP and its components, and leads a cross-functional team that includes the Ambassador Regional Director and Advisor to work with the CP on implementation and launch.

Sr. Director, Ambassador Directors

Provides guidance to Ambassador Regional Directors on the relationship with the Ambassador companies, their go-to with any questions on the AP

HBA Ambassador Program Development Process



NOTE: The Ambassador Program is currently offered to Purple and Gold level Corporate Partners.

Where to go for Resources

Leader Library - [Corporate Relations COE site](#)

The screenshot shows the Leader Library website. At the top, there is a navigation menu with links: HOME, MEMBER FORUM, COMMUNITIES, DIRECTORY, BROWSE, PARTICIPATE, LEADER LIBRARY, and VOLUNTEER. Below the menu, there is a 'HELP/FAQS' link and a breadcrumb trail: 'Communities / Library Folders'. The main heading is 'Leader Library' with a sub-heading 'HBA New Operating Model' and '163 Entries'. On the left, there is a 'Folders' section with a tree view: 'Leader Library' (expanded) containing 'HBA Governance and Policies', 'HBA New Operating Model Briefing', 'Regional Council', 'Corporate Relations Center of Excellence' (highlighted), 'Engagement Center of Excellence', and 'Marketing and Communications Center of Excellence'. On the right, there is a 'Folder Contents' section with a 'View' button and a list of documents: 'About the HBA overview deck Q3 2018', 'Ambassador Community Training Slide Deck', 'Ambassador Community Training Webinar', 'Business Development Training Slide Deck', 'Business Development Training Webinar', 'Corporate Partner Benefits Flyer', 'Corporate Relations COE Onboarding presentation', 'Corporate Relations COE onboarding webinar', and 'Corporate Relations Policy Document 2018'.

Ambassador Directors – [GAC Community site](#)

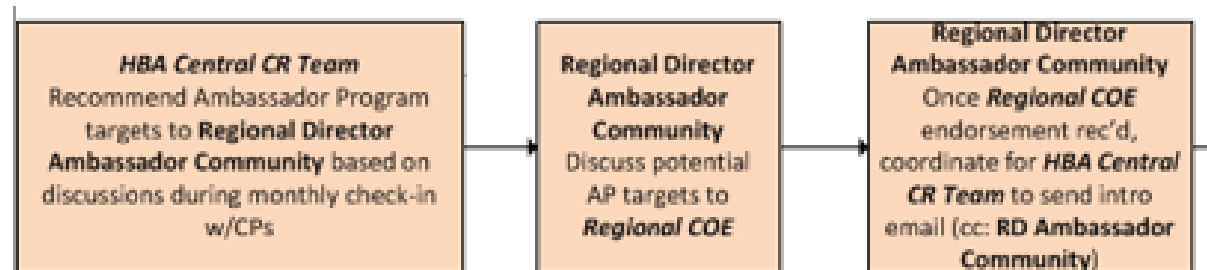
- Ambassador Program launch materials
- Advisor handbook
- HBA Ambassador program overview for corporate partners
- Frequently asked questions
- Global Ambassador Committee Roster and Org Chart

How is a current CP identified as a target for greater regional engagement?

One way is by direct referral from HBA Central / Account Manager who connects to the CP through the **HBA primary contact** (key liaison between HBA and the CP)

- To manage benefits, deadlines, discuss strategy
- The primary contact may request help engaging with the HBA

ACTION → Account Manager refers to the **Ambassador Regional Director**



How can the Ambassador Regional Director and their committee identify targets for greater regional engagement?

Regular Communications with

- CR COE President
- Regional Engagement committees
- Regional Programming committees

Networking at Regional and Chapter events, questions to ask and listen for:

- How to involve more colleagues?
- How to bring more leadership/professional development programs to our organization?

Target those companies identified via your checklist (Slide 16)

- Reach out and introduce yourself

Research: CPs who may have brick and mortar sites within the Region's geography that are not engaged with the HBA

- Reach out and introduce yourself

How will we work together?

GAC is here to support the Ambassador Regional Directors at every stage of the ambassador program development lifecycle

- Regular meeting cadence and availability for ad hoc meetings
- Introductions to the HBA Advisor and the Ambassador liaison
- Open and transparent communication is key

Your call to action!

- Ambassador Regional Directors to work with their Corporate Relations COE to assess partners that might be a fit for the program.
- Most COEs maintain a spreadsheet/list of corporate partners
 - **HOW TO PRIORITIZE:**
 - go through the checklist – *see next slide for details*
 - Use information from your corporate partner in addition to the checklist
- Once you've prioritized, bring your candidates back to Morgan and Amina – send us an e-mail with your aggregated list confirming you've aligned your choices with the criteria on the spreadsheet. Please complete **by September 17th**.

Your Checklist: How to Prioritize with programs in the formation stage of the lifecycle

- ✓ Are they Gold or Purple?
- ✓ Do they have >10 HBA members?
- ✓ Do they have existing APs anywhere globally?
- ✓ Does the Region/Chapter have a contact at that company (does not have to be a senior person)?
- ✓ Is there a company that is not Gold, but might become one because they are interested in the AP?

Next Steps

- Work through call to action
- Morgan will set up monthly calls w/Ambassador Regional Directors

Keep in mind the HBA has many offerings

- Mentoring programs
- Career and leadership development programs
- Networking opportunities
- And the Ambassador Program!