

Darzalex. Unstoppable.

DARZALEX CYCLE MEETING
6th - 7th SEPTEMBER 2021

AGENDA

DAY 1: Monday, September 6, 2021				
	Agenda Item	Time (KSA)	Time (Dubai)	Responsible person
1	Opening & welcome	09:00	10:00	Portia
2	Celebrating 5 years of Darzalex	09:05	10:05	All
3	YTD Achievements	09:10	10:10	Eslam
4	YTG Expectations	09:20	10:20	Pedro
10min Break				
Darzalex Dominance		09:30 - 10:00	10:30 - 11:00	
5	1. Market feedback			All
	2. What are we doing well?			All
	3. What is the competition doing?			All
	4. Darzalex H2 Overview: Tactics & messaging	10:00 - 10:30	11:00 - 11:30	Portia
	5. Team feedback on Tactics	10:30 - 10:50	11:30 - 11:50	All
10min Break				
Darzalex Unstoppable - No Limits Medical Refresher		11:00 - 12:00	12:00 - 13:00	Hala/Shahd
6	1. Clinical Trial Review - Emerging Trends in MM			
	2. FL - MAIA, Cassiopea, Alcyone & Competitors			
	3. 1PL - Castor, Pollux & Competitors			
	4. MM Guidelines			
	5. Introduction to Dara SC			
15min Break				
Darzalex Unstoppable - You have the power Market access Refresher				
7	1. Value Story & Message	12:15 - 12:30	13:15 - 13:30	Khattab/Rabab
	2. Janssen patient support program	12:30 - 12:45	13:30 - 13:45	Khattab/Rabab
	3. Team feedback/Q&A	12:45 - 13:00	13:45 - 14:00	All
30min Lunch				
30min Team Building				
Darzalex Unstoppable - No Surrender		14:00 - 16:30	15:00 - 17:30	Portia
8	1. Messaging			
	2. Omichannel strategy - JMC/JMP/1:1 emails			
	3. Team feedback			
Close				

DAY 2: Tuesday, September 7, 2021				
	Agenda Item	Time (KSA)	Time (Dubai)	Responsible person
1	Opening	09:00 - 09:05	10:00 - 10:05	Portia
2	Team Temperation check	09:05 - 09:15	10:05 - 10:15	All
Darzalex Unstoppable Workshop - Break out session				
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3	Role Play & Objection handling	2 hrs 30		
	1. FL TE: “I see good response with Velcade in FL for my TE patients - VRd works, and is cost effective”	10:15 - 11:15	11:15 - 12:15	All
	2. FL TE: “My SoC as post induction & consolidation maintenance therapy is Revlimid for my patients”			
	3. FL TIE: “VRd is better than DRd for both high & std risk TIE patients”			
	4. 1PL/RR: “I have seen the benefit of KRd vs DRd for my relapse patients”			
	5. 1PL/RR: “Isa is also a mAB and I will use it over Dara in my RR patients because it is more convenient and cost effective”			
15min Break				
Workshop presentations & Discussion		11:30 - 12:45	12:30 - 13:45	
Lunch - 45min				
4	Business review I			
	1. KSA	13:30 - 15:00	14:00 - 16:00	All
	2. UAE			
	3. OMN			
15min Break				
5	Business review II			
	4. BHR	15:15 - 16:15	16:15 - 17:15	All
	5. QTR			
	6. KWT			
Awards & recognition - Voting				
6	Vote: Darzalex Unstoppable award: Best Role Play duo (1 x HCP & 1 x PS)	16:15 - 16:30	17:15 - 17:30	All
	Vote: Darzalex No Limits award: Biggest cycle meeting contributor			
	Vote: Darzalex MissionApollo award - access to more patients (best PSR H2 plans)			
Awards & recognition - Annoucement				
7	Darzalex Unstoppable award	16:30 - 16:45	17:30 - 17:45	Eslam
	Darzalex No Limits award			
	Darzalex MissionApollo award			
Closing remarks		16:45 - 17:00	17:45 - 18:00	TALs/CVT