

Respondent Profile



176
RESPONDENTS



52%

Commercial Sales

2.8%

Market Access, Home-Office Based

9.7%

Corporate Business Functions

2.3%

Commercial Marketing

9.1%

Medical, Home-Office Based

2.3%

Unsure

6.2%

Market Access, Field Based

1.1%

HR

5.7%

Commercial Operations

.6%

Commercial Training

5.7%

Medical, Field Based

.6%

Corporate Training

BREAKDOWN OF RESPONDENT GROUPINGS

Company-wide
(100%)

Commercial Sales
(52%)

In the Field (66%)
Commercial Sales, Field-
based Market Access,
Field-based Medical

All **“Not Applicable”**
and **blank** responses
were eliminated when
calculating percentages

“Most Preferred” and **“Most Useful”** totals were
calculated using the sum of **“1”** and **“2”** responses

Top Eight Takeaways From Survey Results

1

PREFERENCE

Email and Town Halls are the “**Most preferred**” method of communication Company-wide

2

RANKING

Email and Town Halls finish significantly higher than any other communication vehicle **as a preferred method, up to 20% Company-wide**

3

USEFUL

Email and Corporate Town Halls are the most useful forms of communication Company-wide, the difference between the two being less than **1%** Company-wide and In the Field, and **3%** for Commercial Sales

4

FREQUENCY

Slightly more than **90%** find the frequency of Corporate Town Halls to be “**Just enough**”; **83%** find the frequency of emails to be “**Just enough**”

Top Eight Takeaways From Survey Results

5

VIDEO

Company-wide, **only 47.7% preferred video** and **only 57%** of Commercial Sales found it **“Very useful”**

6

US NEWSLETTER

30% of employees said the **US Newsletter** was **“Very relevant”** and **31%** said they **“Always”** read the newsletter top to bottom

7

CONNECTUS

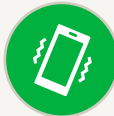
The **majority** of employees use it. Those who use it are interested in improvements to the site. Only 12% of employees say they never use it as a job resource

8

HARD NEWS

Employees are interested in hearing hard news—about **“the Vants”**, the Sumitovant relationship, the pipeline, and general business

“What’s Your Preferred Method To Receive Communication?”

								
COMPANY-WIDE	Email Updates	Corporate Town Hall	US Newsletters	ConnectUS	Video	Podcast	Text	US Live
Most Preferred %	82.2%	79.9%	60.4%	58.6%	47.7%	28.6%	N/A	N/A
Most Preferred	139	135	96	95	73	36	N/A	N/A

COMMERCIAL SALES	Email Updates	Corporate Town Hall	US Live	Text	US Newsletters	ConnectUS	Video	Podcast
Most Preferred %	79%	75%	72%	66%	54%	49%	46%	25%
Most Preferred	69	65	62	58	45	40	37	18

IN THE FIELD	Email Updates	Corporate Town Hall	US Live	Text	US Newsletters	ConnectUS	Video	Podcast
Most Preferred %	79%	75%	72%	62%	59%	51%	50%	29%
Most Preferred	86	82	71	65	62	53	51	26

“How Useful Did You Find The Content In The Following Communications?”

								
COMPANY-WIDE	Email Updates	Corporate Town Hall	ConnectUS	US Newsletters	Video	Podcast	Text	US Live
Most Useful %	82.8%	81.6%	70.1%	68.6%	62.9%	39.5%	N/A	N/A
Most Useful	144	142	117	118	107	47	N/A	N/A

COMMERCIAL SALES	Email Updates	Corporate Town Hall	US Live	Text	US Newsletters	ConnectUS	Video	Podcast
Most Useful %	82%	79%	76%	66%	63%	59%	57%	44%
Most Useful	75	72	66	59	57	51	52	37

IN THE FIELD	Email Updates	Corporate Town Hall	US Live	Text	US Newsletters	Video	ConnectUS	Podcast
Most Useful %	79%	78%	77%	67%	65%	61%	61%	41%
Most Useful	91	89	77	68	74	69	66	41

Frequency of Communications

Overall, employees felt the frequency at which they receive communication to be **“Just enough”**



Slightly more than **90%** felt the frequency of **Corporate Town Halls** was **“Just enough”**

Only 2.3% felt there were “Not enough” Corporate Town Halls and 8.8% felt there were “Not enough” US Live Town Halls



83.3% felt there was **“Just enough” email**

10.3% felt there was “Not enough” and 5.2% felt there was “Too much”



83.2% felt there was **“Just enough” US Newsletters**

However, 12.7% felt there was “Too much” US Newsletters—the highest percentage of “Too much”



79.4% said there was **“Just enough” video**

However, video was the second highest “Too much” at 7.6%

SUMMARY RECOMMENDATIONS BASED ON RESPONSES

EMAIL



- **When communicating important information to In the Field, email is best**
 - **In the Field** would like more sales news—this is being addressed with the launch of monthly emails (“Crushin’ It”)
- **Email can be used to streamline communications**
 - Headline-oriented emails can be used to notify employees of what’s new on ConnectUS and what will be happening in the company
 - Push emails can let employees know when new information is up on ConnectUS

TOWN HALLS



- **Corporate Town Halls are an extremely effective and enjoyable way of communicating with the company, however, options should be considered including:**
 - Recording the Town Hall and making it available on-demand on ConnectUS
 - Moving the series to Friday afternoon, a preferred time for In the Field
 - Maintaining planned cadence
- **US Live Town Halls**
 - While **In the Field** sees US Live (and the Corporate Town Halls) as useful (right behind email), it’s not their preferred mode of communication. Consider shifting important information for **In the Field** to emails and scale back US Live (as it’s less preferred than Corporate Town Halls) to twice a year

SUMMARY RECOMMENDATIONS BASED ON RESPONSES

US NEWSLETTER



- Newsletters are regarded as irrelevant and too long
- It's not being read by In the Field
- There is a strong desire for more business news
- Recommend that the US Newsletter scales back to once a month and refines content to focus on business and company information. Move employee news to ConnectUS and Corporate Town Halls

CONNECTUS



- Revise to be more user-friendly, navigable and informative
- Elevate social aspects such as milestones, celebrations and employee announcements
- Create internal networking tool on site. Set up push notifications to let people know when new content is up
- Train people, via push notifications, to use site as resource and news source

VIDEO



- Not embraced by those In the Field, perhaps because of the amount of time they spend in the car and in doctors' offices
- Suggest modifying use to focus on social and cultural messages

TEXT



- Focus on using text as a motivational medium and move informational stories to the new monthly sales newsletter