

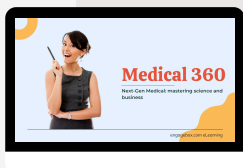
MEDICAL 360 upskilling program EARLY IMPACT SNAPSHOT

PREPARING THE NEXT-GEN PHARMA TEAMS FOR THE IMMEDIATE FUTURE

Why Medical 360 Exists

TRANSFORMING CHALLENGES INTO OPPORTUNITIES

Healthcare is evolving at breakneck speed. From cutting-edge therapies to access restrictions and the disruptive wave of AI, the role of Medical Affairs can no longer be confined to “scientific support.” Teams are now expected to co-create strategies, lead payer negotiations, and master technology fluency. Pharma need them at the forefront of strategy—yet the competencies required go far beyond what was learned in medical school or in a PhD program. Building these new capabilities is no longer optional; it is imperative.



Medical 360 equips Medical Affairs teams with strategic capabilities proven to drive market access readiness, AI fluency, and business acumen – all through a challenge-based experience built for pharma realities.

STRATEGIC RESPONSE

- Market Diversification
- Adopting Cutting-Edge Technology
- Operational Efficiency Improvements

WHO IS THIS PROGRAM FOR



- **MSLs**
To accelerate impact in high-stakes therapeutic areas like specialty care and rare diseases – where MSL's role is under pressure to deliver more.



- **Medical Managers**
To upskill teams in crafting payer-relevant value strategies, engaging KOLs with business-aligned narratives, and navigating cross-functional priorities.



- **Medical Directors**
To accelerate team ramp-up and shift capabilities, ensuring delivery that is aligned with organizational priorities and creates measurable results.

WHAT THE PROGRAM DELIVERS

- Sharpen strategic thinking and business acumen.
- Gain hands-on fluency in AI and Digital Health, including prompt design, stakeholder mapping, and future scenario planning – all designed for immediate use in Medical roles.
- One of the only global programs with a structured pre/post competency assessment to evidence measurable growth – mapped to Medical KPIs.
- Apply learning via strategic simulators, recorded payer-ready pitches, and real-world deliverables – each mapped to pharma-specific KPIs.
- Access cross-industry best practices that go beyond in-house knowledge.
- Stay current with content that is always updated and backed by global accreditation from the American Accreditation Association.



MEDICAL 360 EARLY IMPACT SNAPSHOT



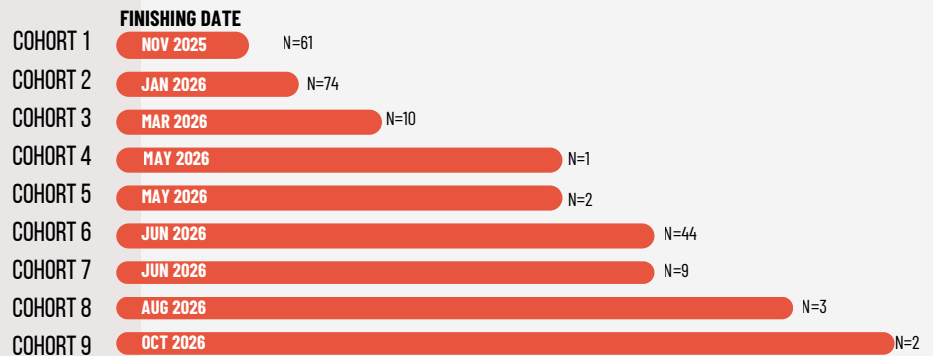
Soon we'll share the before-and-after outcomes of our Medical 360 Upskilling Program, and in the meantime we can show you what the market is signaling — and who's already moving.

Across our current global rollout:

- Multiple pharma companies are engaged (Big Pharma, Regional Pharma)
- Over 200 professionals across Medical Affairs are enrolled

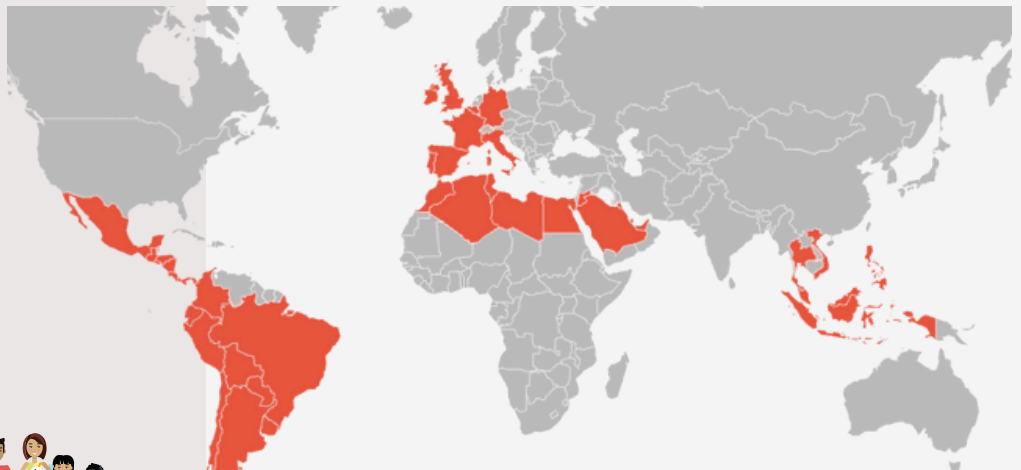
Medical 360 is becoming the capability benchmark for forward-looking pharma teams — built around the evolving strategic role of Medical Affairs.

WHO'S ALREADY INVESTING IN THE FUTURE: A SNAPSHOT OF OUR MOMENTUM



GLOBAL FOOTPRINT, EXPANDING FAST

Most of our current clients are in Latin America and Europe. Early adoption in markets with pricing and access pressure shows strong strategic relevance. We are actively expanding into Asia and the Middle East reflecting pharma's urgent need to build cross-market competencies.



Medical 360 isn't local. It's global by design — and growing



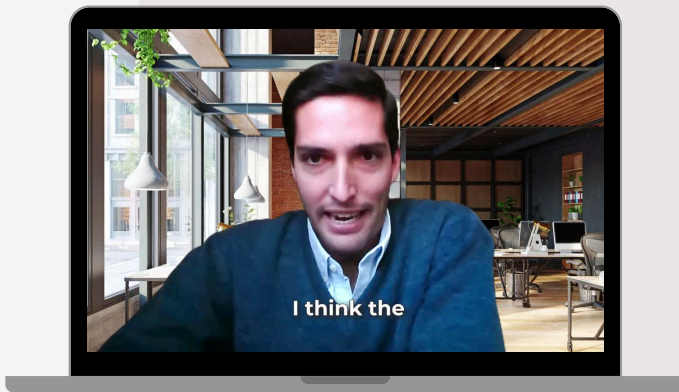
MEDICAL 360 EARLY IMPACT SNAPSHOT

We are about to conclude the first full cohort of assessments, with the complete before-and-after dataset coming soon. Even so, the early signals are clear: 90%+ engagement, noticeable behavioral shifts, and outstanding learner feedback—all available for you to review below.

EARLY SIGNALS OF IMPACT

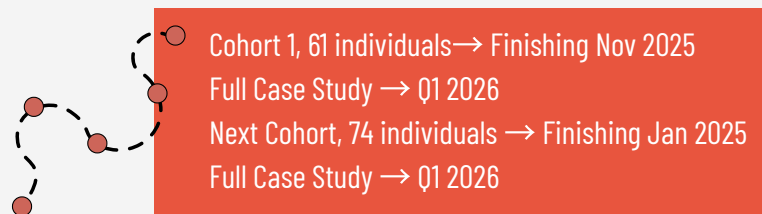
SIGNAL	INSIGHT	LEARNER VOICE
>90% ENGAGEMENT	THIS IS SIGNIFICANTLY HIGHER THAN PHARMA INDUSTRY BENCHMARKS FOR VOLUNTARY LEARNING.	"I ENJOYED IT TREMENDOUSLY" MSL FROM ESTEVE
BEHAVIOR SHIFT	BEHAVIORAL EVIDENCE: MEDICAL MANAGERS APPLYING MARKET ACCESS FRAMEWORKS IN INTERNAL STRATEGIC REVIEWS — AS REPORTED IN POST-MODULE FEEDBACK	"NOW I FEEL CONFIDENT TO CHALLENGE OUR INTERNAL STRATEGY" MEDICAL MANAGER ADIUM
RELEVANCE	LEARNERS RATE PRACTICAL VALUE 8.7 OUT OF 10 INDICATING STRONG RELEVANCE TO ON-THE-JOB CHALLENGES. THIS ALIGNS WITH OUR GOAL: SKILLS THAT IMMEDIATELY TRANSLATE INTO VALUE CONVERSATIONS, DATA INTERPRETATION, AND CROSS-FUNCTIONAL IMPACT.	"IT DELIVERS PRACTICAL TIPS, FORMS AND METHODS I CAN APPLY IMMEDIATELY TO IMPROVE MY WORK FROM DAY ONE" MSL GSK

LEARNER TESTIMONIAL



PROGRAM TIMELINE

Our full before-and-after dataset will be available Q1 2026 — and we're inviting select global partners to co-validate outcomes and gain early strategic advantage. We stand by our results—and the pharma companies already on this journey are just as confident in these results as we are. In the meantime, here's the timeline of the upcoming Medical 360 cohorts that will deliver validated data.



BEGIN WITH THE IMPACT COMPETENCY ASSESSMENT

We start every partnership with our proprietary IMPACT Assessment — a structured evaluation built around the six core competencies of future-ready Medical Affairs teams.

This assessment provides:

- ✓ Clear baseline of your team's strengths and opportunities
- ✓ Competency map to identify talent distribution and gaps
- ✓ Foundation to personalize Medical 360's content to each learner's real needs



This is how transformation begins — with precision, partnership, and proof.

From day one, you'll have a roadmap to upskill with intent — and a way to showcase progress with hard data and real outcomes.



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