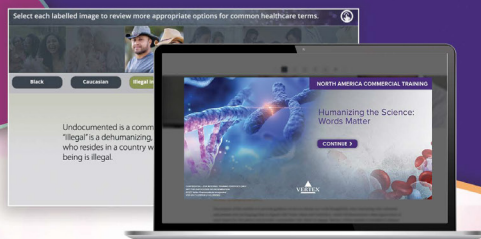


INNOVATIVE CROSS-FUNCTIONAL COLLABORATION AND SYNCHRONIZED LAUNCH



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THE NEED

The Vertex **North American Commercial, Global Medical and International Commercial Teams** are preparing for the launch of a potential gene therapy in two new therapeutic areas on accelerated timelines. The teams required the development of flexible, comprehensive, and engaging internal training that could be adapted for the internal audiences on:

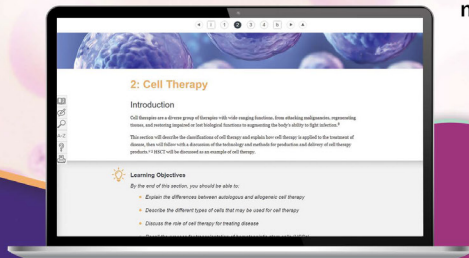
- the two disease states
- market landscapes
- the gene-editing technology
- the complex manufacturing and delivery process

3 TEAMS
ACCELERATED
TIMELINES

THE CHALLENGE

Find a training partner to help build cohesive curriculums for all three teams without tripling costs and risking a disjointed curriculum. The selected partner would need to understand and address the unique training needs of each. Specifically:

- creating **deeply scientific content** for the medical team
- ensuring the content is **understandable to a lay audience** and providing the necessary background for future commercial conversations
- ensuring **easy localization** and cultural relevance for the international team



THE SOLUTION

Vertex ultimately decided to partner with one agency, CLD, to support the three curricula. Together we built an **innovative process** that leveraged appropriate collaboration between Medical, Commercial, and International stakeholders and implemented a **streamlined methodology and review process** to better accommodate the needs and feedback of members of each team.



THE BENEFIT

- **Substantial Savings:** By working from one core set of modules and utilizing one training partner (CLD), Vertex realized substantial cost savings. Combining project timelines setup potential future savings by having pieces come up for review simultaneously, reducing the need for multiple reviews and updates.
- **Team Growth:** The project greatly enhanced cross-functional working relationships between key team members. This improved communication and collaboration within the project and created opportunities for future team growth and development.
- **Growth Through Consistency:** Breathing life into Vertex's scientific lexicon added real value to the project. Rather than simply providing a set of terms and definitions, incorporating them across curriculums ensured learners understood the content and how Vertex wanted it communicated. This consistency in language and approach created a more streamlined learning experience.
- **Built for the Future:** By ensuring that all curriculum pieces expire simultaneously, Vertex saved countless hours, resources and money with the ability to have concurrent updating across all three curriculums. Updating in this manner ensures that the training is always up-to-date, relevant, and ready to meet the company's evolving needs.

