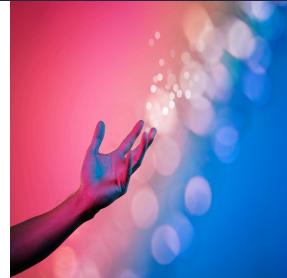




March 9 –
April 28, 2021

SOLVE SESSIONS
Storytelling with Data



SOLVE SESSIONS

Solve Sessions: **Week 3 (03/22 - 03/24)**

Session Title	Description	Attendance Requirements	Moderators	Date and Time
Medical Download	This module presents an overview of the HH&Y approach to conducting Medical Downloads for new business pitches.	US and Global Medical (all levels; new staff required)	Suketu Patel	Mon., March 22 9:30–10:30 am EST
Human Purpose	The HP roadmap deck outlines HH&Y's approach to building brands – our philosophy behind Human Purpose, why it matters, and how we work; the roadmap to building HP brands.	US and Global Planning, US and Global Medical (all levels; new staff required)	Mary Mazza and Jessica Summerfield	Tue., March 23 9:30–10:30 am EST
Research Resources and Capabilities	Research Resources and Capabilities presents an overview of the Secondary Research tools we subscribe to on a network level, including details like description of services, scenarios in which the tools are best used, scope of content, login and access terms, info, costs, etc.	US and Global Planning, US and Global Medical (all levels; new staff required)	Carol Feliz	Wed., March 24 9:30–10:30 am EST

Solve Sessions: **Week 4 (04/06 - 04/08)**

Session Title	Description	Attendance Requirements	Moderators	Date and Time
Eversana Training (Basic)	Module 1 presents an overview of Eversana capabilities and how they work, as well as best ways to leverage healthcare data for pitches and client work.	US Planning and Medical (all levels)	Lyndsey Burton	Tue., April 6 9:30–10:30 am EST
The DIG (Basic)	Module 1 presents the what, why, and how of conducting a DIG, including guidance on setup, interviewing and note taking, and creation and application of meaningful output.	US and Global Planning (all levels; new staff required)	Christine Leonard and Brad Davidson	Wed., April 7 9:00–10:30 am EST
Inspired: A Planner's Process. Video and roundtable discussion	A peer-to-peer guide to creating powerful strategies and Human Purpose ideas. Session includes a review of the video in which HH&Y planners share their processes, followed by a presentation of guiding principles and panel discussion sharing experiences.	US and Global Planning (all levels; all staff required)	Mary Mazza and Claire Roux	Thurs., April 8 9:30–11:00 am EST

Solve Sessions: **Week 5 (04/12 - 04/15)**

Session Title	Description	Attendance Requirements	Moderators	Date and Time
Creative-Planning Symbiosis	<p>Creative-Planning Symbiosis is focused on building and improving the relationship between planners and creative teams, with the goal of inspiring and enhancing the creative work we present to clients, and how we sell it.</p> <p>We will discuss ways for creatives and planners to better work together, how planners can inspire creatives to create great work, how both teams can sharpen the work together and team up to improve the odds of selling in great work!</p>	US and Global Planning (all levels; senior creative)	Barry Pearl	Mon., April 12 9:30–11:30 am EST
The DIG (Advanced)	<p>Module 2 is a practicum on note-taking best practices, from how to take notes during an interview to how to store and solidify them post interview and how to mine notes for insights (including someone else's notes). A powerful and useful skill, note-taking is key to becoming a good consumer and producer of research, and is essential training for the development of planners.</p>	US and Global Planning (VP and above or 3+ years experience)	Brad Davidson and Matt DiChiara	Wed., April 14 9:15–10:45 am EST
Eversana Training (Advanced)	<p>Module 2 presents examples of how Eversana has been successfully integrated into pitches and goes over in detail how Eversana can help you win your next pitch.</p>	US Planning and Medical (all levels)	Lyndsey Burton	Thurs., April 15 9:30–10:30 am EST

Solve Sessions: **Week 6 (04/20 - 04/22)**

Session Title	Description	Attendance Requirements	Moderators	Date and Time
Human Purpose Creative Brief: Writing briefs that inspire great ideas	Introduction and review of the new Human Purpose brief. Definition and role of components within, example HPI briefs; the value of the brief and the partnership with the planner from the creative's point of view.	US and Global Planning, US and Global Medical (all levels; new staff required; senior creative)	Mary Mazza and Isabelle DeFrancesco	Tues., April 20 9:30–11:00 am EST
Workshop Center (Basic)	Module 1 introduction to the HH&Y workshop philosophy and overview of critical success factors throughout all key phases of every workshop with the goal of driving consistency and excellence in our workshop offerings.	US and Global Planning, US and Global Medical (all levels; new staff required)	Gemma McCarthy and Martin Smith	Thurs., April 22 9:30–11:00 am EST

Solve Sessions: Week 7 (04/26 - 04/28)

Session Title	Description	Attendance Requirements	Moderators	Date and Time
Research Lab	Research Lab training provides best practices and guidelines to help structure, ground, and elevate HH&Y's approach to research. The basic module covers key philosophies that guide how HH&Y members should approach and think about research, as well as practical guidance on the process and execution of the most common types of research we are involved in (qualitative, quantitative, insight-mining, etc.).	US and Global Planning (junior and mid-level)	Matt DiChiara	Mon., April 26 9:30–11:30 am EST
Workshop Center (Advanced)	Module 2 is an advanced session introducing you to the resource guides for the 6 core workshop offerings at HH&Y (Lexicon, Scenario Planning, Brand ID, Brand Positioning, Messaging, Patient Journey). Also includes an overview of how to design for the “Creative Discomfort” zone, the key to unlocking fresh thinking in a workshop environment.	US and Global Planning (all levels; VP and above required)	Gemma McCarthy and Martin Smith	Tues., April 27 9:30–11:00 am EST
A Convergence of Capabilities: Conran Design Group and You	Join us for an in-depth look at Conran Design Group, HH&Y's resident branding agency. With a range of brand building specialties — from naming and portfolio architecture to packaging and identity design — Conran can bring its capabilities together with yours for truly end-to-end client service. Explore when and how to best synergize with Conran to build even better, bolder brands in healthcare and beyond.	US & Global Planning (all levels; new staff required)	Christina Falzano, Joey Rippole, Ben Solomon	Wed., April 28 10:00–11:00 am EST