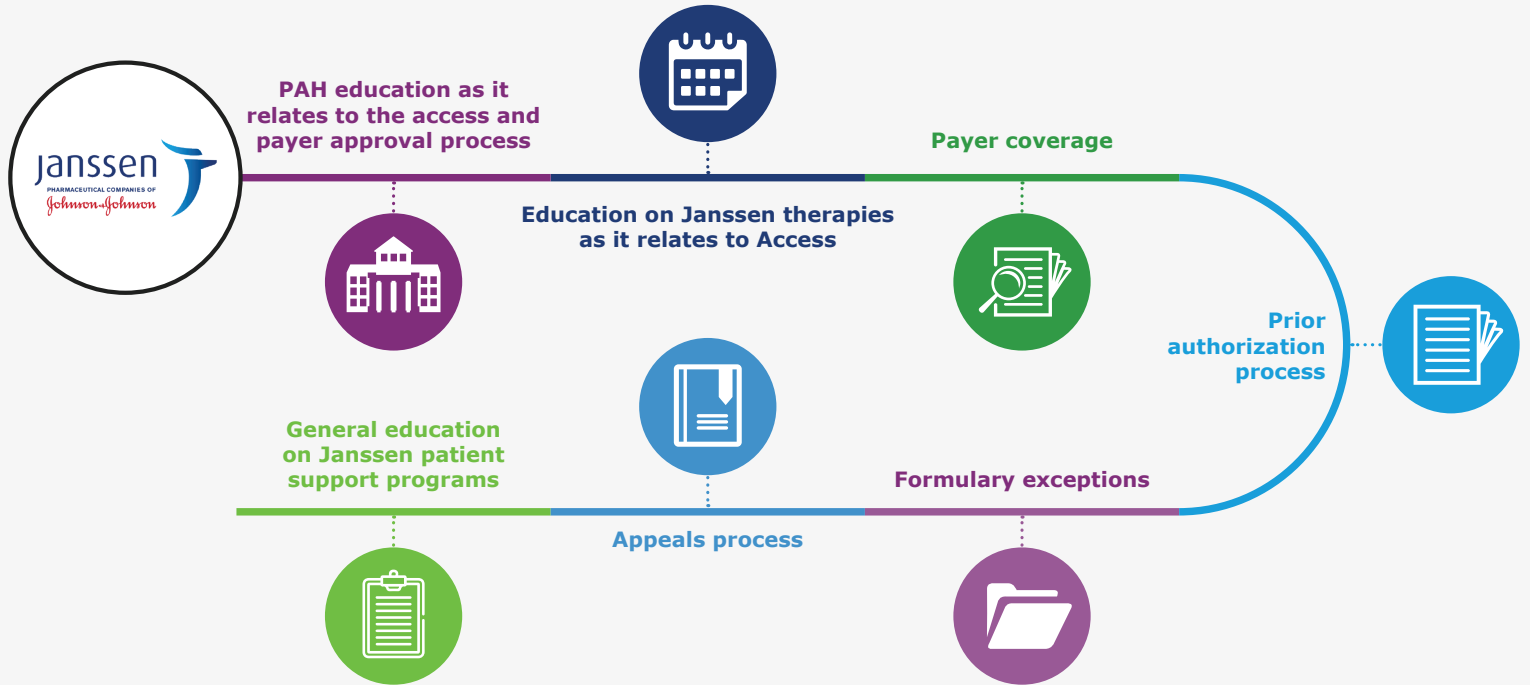


# Therapeutic Area Manager (TAM) 101

## Interacting with my TAM

TAMs provide education and assistance throughout the payer approval and patient access processes to help patients start and stay on their prescribed Janssen PAH therapy.



## TAM Account Definition

HCP who has written an enrollment (referral) for a Janssen PAH therapy within the last 6 months AND/OR HCP who has an active patient on a Janssen PAH therapy

TAMs may provide general access education to a non-TAM account if that HCP has an access-related question or need as communicated by the HCP



**For clarity, the Sales Representative can inform the TAM if this access educational need is communicated to them by a non-TAM account. Sales must provide specific name/contact information of individual with access question or need.**

## Key Stakeholders



Prescriber (eg, MD, PA, or NP who must be aligned to approved AMA specialties and outlets per call plan)



Payer Access Coordinator (eg, MA/Nurse/Office Manager)



Front office staff/ "gatekeeper" who supports the access process

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## Communication Between TAM and Field Colleagues

### TAMs may...

- Have general discussions about HCPs and office staff, the marketplace, personnel changes, and visitation policy changes
- Discuss internally with sales what the office's needs are in order to coordinate logistics
- Discuss payer trends or access and/or reimbursement issues affecting the region
- Alert sales colleagues where a clinical education gap is identified or when an HCP or HCP office is not committed to the access process; such exchanges are not to be construed as directional to either team
- Any permitted exchanges are background information and may not include direction from either team to the other

### For attending meetings together, the following guardrails are required:

- Only attend the access and reimbursement portions of a regional or district sales team meeting or conference call
- Attend teambuilders and/or meals with CCA and sales colleagues, as the TAM team are employees (ie, this may not be true for other FRM teams that are contractors)
- Attend an HCP visit with a Sales Representative (office calls and virtual calls, where approved, may include interactions with appropriate personnel provided interactions are addressed solely using CAC-approved materials as outlined on the right side of this page)

### TAMs may not...

- Attend internal discussions related to sales promotional messaging, HCP-specific prescribing information, or sales strategy
- Attend HCP-facing promotional discussions or HCP clinical or demand generating activities
- Discuss patient-specific cases or disclose patient identifiable information including patient IDs (eg, AC Number) with sales colleagues, both internally or during HCP-facing meetings
- Be directed by sales colleagues

Information adapted from em-94371v1 TAM 101: The Basics eModule.

## Site Visits With an HCP

### Can a Janssen field representative request a TAM visit with an HCP?

The answer is yes with the following guardrails:

- A field sales representative may request a TAM to visit an HCP to address a reactive access and/or reimbursement issue
- A field sales representative may not request a TAM to visit an account to help promote the prescriber's use of Janssen PH therapies
- Importantly, any permitted exchanges are background information and do not include direction from either team to the other

### When may a TAM and Sales Representative be present during a site visit with an HCP?

TAMs and field sales representatives are permitted to attend meetings together with an HCP in the following situations:

- The field sales representative may introduce the TAM to HCPs in order to familiarize the TAM with the HCP and the HCP's staff
- TAM may introduce field sales representatives to the HCP and HCP office staff in cases where there is a need.
- Field sales representatives and TAMs may coordinate joint meetings when requested by the HCP or HCP office staff. For clarity, if the HCP or office staff asks the field sales representative about an access need, the sales representatives and TAMs may coordinate joint meetings to address the need as necessary. During any joint meeting with TAM and field sales representative present, there are important guardrails to follow:

### Guardrails for any joint meeting with TAM and field sales present

- #1** TAM may provide general education to an HCP with the sales representative present (using CAC-approved materials or payer policies). Sales representative may not participate in the discussion
- #2** If the sales representative is discussing clinical education with an HCP, or executing sales-generating strategies, TAM may not be present
- #3** Sales must excuse themselves from the room if patient-specific information is discussed with the HCP or HCP office staff
- #4** Sales representative must pay for the snack or meal