

MANAGED CARE MARKET SPECIALIST JOINS TOTAL LEARNING CONCEPTS

BOSTON—Carolyn Anderson, a former Bristol-Myers Squibb sales executive who oversaw sales to major managed care organizations in seven states, has joined **Total Learning Concepts, Inc.** In her role as Director, Client Project Management at **TLC**, Anderson collaborates closely with **TLC**'s clients to provide custom training solutions for their pharmaceutical sales professionals. Carolyn focuses on the client's products and marketing challenges—ensuring that the custom training tools **TLC** develops meet the client's needs and deliver success in the field exceeding client expectations.

During her 18 years at Bristol-Myers Squibb, Anderson took charge of sales initiatives directed at major managed healthcare organizations in Pennsylvania, upstate New York, Michigan, Ohio, Washington, D.C., Delaware and Maryland. An expert at developing productive ongoing relationships with key managed care organization executives, Anderson delivered repeated triumphs for Bristol-Myers Squibb in its efforts to win formulary status for its new and existing products.

“**TLC** is a recognized leader providing innovative and successful custom sales training tools aimed at the managed care market. We're delighted to have Carolyn Anderson join our team, and we're excited about her contribution to our success at providing clients with sales training tools that are custom designed to meet their particular products and market needs,” said John Pucillo, Managing Director at **TLC**.

Penetrating the managed care market poses significant challenges for pharmaceutical sales professionals. At Bristol-Myers Squibb, Anderson worked directly with regional sales managers to develop pull-through strategies aimed at placing products on formularies and increasing market share. In her position as Area Director for Managed Healthcare, Anderson deployed her expert knowledge of the formulary decision-making processes at each of the major managed care organizations to show sales professionals how to improve their penetration of the market. Her understanding of how formulary decisions are made and the influence of physicians provided the Bristol-Myers Squibb sales force with improved formulary sales penetration strategies. Bristol-Myers Squibb called upon Anderson to widen its contacts and gain new access to physicians and executives at Harvard Pilgrim Healthcare, where she succeeded in winning staff model formulary status for a valued Bristol-Myers Squibb product.

Recognizing her expertise at establishing highly productive relationships with physicians and executives at HMOs, Bristol-Myers Squibb chose Anderson to manage a key industry partnership as well. She coordinated a MHC strategic marketing campaign with Sanofi-Synthelabo and initiated a disease

management dialogue with Anthem Prescription Management. She was also chosen to host a Cardiovascular Medical Advisory Board Meeting. In her capacity as Director, Client Project Management at **TLC**, Anderson concentrates on the specific training needs of each client, providing the vital link between the client's training manager and sales staff and **TLC's** team of training development experts.

Anderson graduated summa cum Laude with a B.S. in Nutrition at Framingham State College in Framingham, MA. Her professional education includes graduate-level coursework at the University of Connecticut in Storrs, CT. and the University of New Haven in New Haven, CT.

About TLC:

Total Learning Concepts' mission is to provide high quality and innovative sales training solutions for our pharmaceutical and biotech customers that help them create high performing sales and management organizations. We strive to improve the success and work lives of pharmaceutical sales professionals and sales trainers by helping them achieve excellence for themselves and their companies. Since 1985, TLC has helped launch over 90 pharmaceutical products, including many industry blockbusters. TLC provides a range of customized services and off-the-shelf-products, with a particular focus and expertise in the following: clinical training within all major therapeutic areas, clinical selling skills, managed markets, reimbursement, selling skills, and new hire training. Headquartered in Boston, MA, TLC has offices in New York, Pennsylvania, Chicago, and North Carolina.

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