

## Dispensing Doctor Campaign

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Teva Pharmaceutical Industries Ltd is a global pharmaceutical company specializing in the development, production and marketing of generic and proprietary branded pharmaceuticals. Teva is among the top 20 pharmaceutical companies and among the largest generic pharmaceutical companies in the world.

As part of Teva's growth strategy and its focus on its relationship with customers, the decision was taken to build a Dispensing Doctor team - 10 Account Managers across the UK. The timescale was 10 weeks from the commencement of the campaign to the start date.

The key for this role was to achieve the right skill mix - a combination of clinical and commercial backgrounds. By working with the senior management team, the key competencies for the role were defined and upon that we designed a telephone interview, face to face interview and a presentation.

The Resourcing Matters team devised a plan of operation that allowed every candidate pre-screened through telephone interview to be assessed on one day - at one venue. Despite issues with flight times from Ireland and Scotland, the day ran smoothly and 9 out of the 10 positions were offered and accepted.

The key element for the Teva team was that they met with all the candidates at some part of the day - which was achieved and because all candidates had been previously telephone screened all candidates met their criteria. The feedback we received from the candidates was that, even though a tight schedule was maintained, they did not feel 'processed'. Feedback was given to those who were successful - and those who were unsuccessful.

The key to this project's success was the clear communication and definition of the competencies between Resourcing Matters and the Teva team and a thorough understanding of their business needs.