



Case Study
Amarin





Introduction

Compass Life Sciences have recently partnered with a US based Pharmaceutical company that have been preparing to launch a new Cardiovascular Disease Risk Lowering and Lipid Lowering Tri-glyceride drug across Europe.

It is important to note that the engagement of Compass Life Sciences to this project, coincided with significant negative financial company results from

the US based on significant litigation issues coupled with new generic entrants to market for Amarin – which meant the team were responsible for building trust and credibility towards the brand when speaking to candidates, and not just fulfilling the usual “delivery” notion of a typical recruitment partner.

The following case study outlines the scale and volume of the project that involved

building Commercial, Medical Affairs, and Market Access teams across the European continent, which was supplemented by the development of targeted candidate packs also shown below as an example.





Summary

Case Study Summary

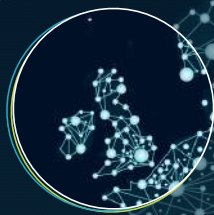
Compass Life Sciences approached recruitment for Amarin as a key project that required specific training with all consultants aligned to the project. Each consultant was trained on both who the company are and what the drug, Vascepa is, so that a level of understanding of both the company history, and drug profile including the clinical trials and data that supports the claims were able to be presented to candidates from the outset.

This ensured that an accurate, yet engaging message was presented to new potential candidates from the outset, and potentially negative components of the proposition (1x drug pharma, US based litigation, and missed financial investor statements) could be addressed straight away, but excitement could be generated from the outset.

Engaging candidates correctly enabled us to reassure those whom had been approached by other agencies without the depth of knowledge Compass Life Sciences held and get a wide range of initially dismissed candidates into process. We were also able to use this to ensure candidates experience was appropriately managed with no surprises, and to date we have managed to maintain a 100% offer acceptance to start ratio.

Key Statistics

- **30 initial roles, largely Key Account Managers, Regional Business Managers, Medical Advisors and Medical Science Liaisons**, across 6 different disciplines with **64 CVs sent, 48 Interviews** and **10 offers** accepted all UK based
- **101 further roles** assigned in **12 countries** across Europe. Currently at 12 CVs sent 8 interviews and 4 hires at this early stage including the SVP, GM for Mid Europe.



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