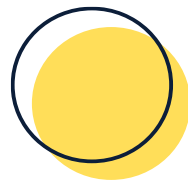


Capability Overview

Inspire Medical • Inspire Speaking
• Inspire Leadership



Strategy-led development for healthcare
professionals & pharma teams



We Deliver:

High-impact Programmes for HCPs and Pharma Teams; Turning Objectives into Outcomes that Ultimately Benefit Patients



Focused development for HCPs, with purpose of improving patient outcomes – practical, ABPI-compliant and scalable



A seamless learning journey across digital, live and hybrid formats



Designed for modern pharma engagement: quality outreach, compelling assets and measurable progress

Our Core Offerings

Inspire **Medical**

- On-demand, interactive digital playbook for HCPs and internal teams (KAMs & MSLs)
- Rebrandable, localisable content; videos, toolkits and quizzes
- Ideal for launches, upskilling and reinforcement at scale
- Easy access to additional resources; speaker notes, FAQs, research papers
- Gamification

Inspire **Speaking**

- Speaker training to create confident clinical communicators
- Structure, storytelling, slides, Q&A, rehearsal

Inspire **Leadership**

- Leadership programmes with multi-module pathways, coaching and peer-to-peer learning

All programmes delivered virtually, in-person or hybrid - globally scalable. Equipping trainees with the necessary tools and confidence to step up to a substantive post

Our comprehensive portfolio covers the full spectrum of professional development needs for modern healthcare professionals. Each topic is available as standalone training or as part of integrated pathways

Why Pharma & Agencies Partner With Us

- 26+ years exclusively in healthcare; trusted by global pharma & agencies
- ABPI-compliant, education-first; approval-ready materials and process support
- 18-strong, multilingual facilitators with pharma/NHS backgrounds; global delivery
- High design standards; assets clients want to share
- Modular, scalable programmes; clear outcomes (qualitative & quantitative)



Benefits

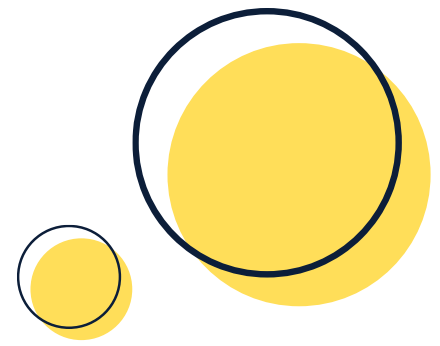
For Pharmaceutical Sponsors

- Strengthen partnerships with credible, confident HCPs
- Align learning with therapy and market priorities
- ABPI delivery to ultimately improve patient outcomes
- Scalable options – from pilots to multi-market roll-outs

For Healthcare Professionals

- Practical tools they can apply immediately in clinical environment to improve patient outcomes
- Greater confidence to present, lead and influence to provide better service to patients
- Supported progression through coaching and peer-to-peer learning
- Accessible & flexible formats that respect time and workload

Full Capability Snapshot



Welcome to our comprehensive development programme designed specifically for healthcare professionals & internal teams. We have organised our offerings into five key capability domains.

Leadership & Culture

- Emerging Leaders
- Leading Without Authority
- Team Culture
- Strengths-Based Leadership
- Handling Conflict
- Situational Leadership
- The Challenge of Change

Communication

- Speaker Skills
- Presentation Skills
- MDT Confidence
- Communication Styles
- Facilitating Meetings

Performance & Influence

- Strategic Thinking
- Influencing & Negotiating
- Time Management
- Problem Solving
- Navigating Organisational Politics

Career & Growth

- CV & Interviews
- Building Career Credibility
- Coaching Skills
- Resilience & Wellbeing
- 360 feedback

Service & Change

- Writing a Business Case
- Service Redesign
- Setting up a Service
- Digital Playbook Adoption

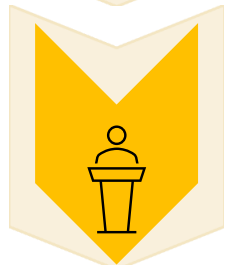
How We Deliver

Formats



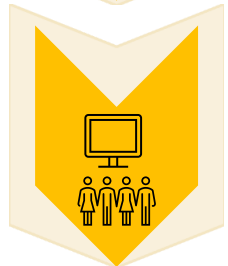
Digital:

Playbooks, videos, interactive modules and resources



Live:

Workshops (60–180 mins) and half/full-day Intensives & residential 2-day programmes



Hybrid:

Blended journeys with pre/post touchpoints



Coaching:

1:1 or pods to embed behaviour change



Design Principles

- Simple, practical tools that transfer to the day job
- High engagement: activities, frameworks and peer learning
- Accessibility by design: device-friendly, inclusive
- Measurement-ready: baselines, pulse checks and reviews
- Compliant builds for client LMS
- Diagnostics/360 options to personalise learning
- Close collaboration with Faculty or Advisory Board



Operational Edge: Production, Filming & Logistics

Virtual & Hybrid Excellence

In-house tech; blend live + pre-recorded content

Professional Production

Ex-BBC film crew, presenter coaching; brand-aligned edits with data/animation integration. Sub-titles and translation into local language

End-to-End Logistics

Venue sourcing, delegate registration sites & comms, no-show reduction strategies, post-event evaluation



Illustrative Journeys

Digital Playbook

Pre-study → Live Masterclass
Build skill, confidence and accountability over 6–12 weeks with a structured blend of independent learning and expert guidance

Speaker Faculty

Discovery → skills lab → rehearsal → event MC support → follow-up coaching for comprehensive preparation and support

Leadership Pathway

3–6 modules + virtual peer huddles + coaching + impact project with sponsor showcase to create lasting leadership growth

Evidence & Outcomes



Qualitative

Confidence Shifts

Confidence & behaviour shifts captured via short pre/post reflections

Observations & Feedback

Faculty and participant feedback documenting real-world success in the application of skills

Client Testimonials

Client testimonials and repeat engagement evidencing trust and impact

Quantitative

Assessment Metrics

Pre/post self-ratings on confidence, knowledge and readiness

Engagement & Completion

Attendance completion and adoption metrics showing engagement and implementation

Business Indicators

Agreed up-front and monitored throughout. Post programme debrief/wash-up



Case Study: Inspire Medical

Global MSL launch-readiness at scale: high adoption, modules extended across markets

Challenge

A major diabetes launch needed rapid, consistent upskilling of 200 MSLs across 18 countries.

Knowledge levels ranged from new-to-pharma to diabetes experts; KOL availability was limited; content was technically complex (dual-powered trial, statistics, CVOT history) and had to be tailored to local disease context and pass strict compliance.

Solution

Inspire Change built a **Digital Playbook** integrated with single sign-on. KOLs were filmed explaining key slides in short, re-watchable lessons, supported by market-specific guidance.

The platform registered learners, tracked progress, set an 80% pass mark with fresh questions on retake, and auto-booked learners into time-zone live seminars with interactive Gamification.

200+ questions were captured and converted into an approved FAQ.

Results

100% completion of pre-work and 100% attendance at live seminars, with zero drop-off across the three-hour sessions.

All learners achieved $\geq 80\%$ in knowledge checks.

Consistent messages delivered across markets; programme extended and preparing for US rollout.

Case Study:

Inspire Speaking

EMEA faculty uplift: higher speaker confidence and consistent messages; programme extended

Challenge

A newly approved therapy for weight loss and type 2 diabetes needed rapid, consistent communication as roll-outs began. Speakers and MSLs had to deliver locally relevant messages while navigating market-specific constraints (pricing, context, dosing) - without a generic “sheep-dip” approach.

Solution

In-person, country-level workshops across Europe and the Middle East (Nov 2023–May 2024). Co-designed with local MSLs via 1:1 pre-briefs to tailor evidence and messaging. Highly interactive sessions using slide walls, group work, Audience–Outcome–Journey planning and a 9-box grid to prioritise messages and practise delivery.

Results

Consistent, market-ready speakers and greater confidence to present and handle Q&A. The work was extended by request: additional country events (including weight-management focus), a Therapy Academy, and an internal MSL training programme with a Digital Playbook following new outcomes data - now an ongoing partnership.





Case Study:

Inspire Leadership

Multi-cohort leadership pathway: sustained behaviour change and stronger cross-team collaboration; programme renewed for an eighth year

Challenge

A global pharma wanted to build a credible advocate network in a priority therapy area by developing late-stage specialty trainees and new consultants (1–3 years). They needed a rigorous, end-to-end programme, from delegate recruitment to compliance, that created confident influencers rather than a one-off course.

Solution

A 6–9 month blended journey: virtual launch, two 1.5-day in-person workshops, e-learning, virtual masterclasses and 1:1 coaching. Co-created with faculty and alumni to stay clinically relevant, with a strong emphasis on service delivery and patient outcomes. Inspire Change managed logistics, delegate communications and approvals, tailoring each cohort to local needs.

Results

A sustained, multi-cohort pathway now renewed year after year, with STs & early Consultants acting as trusted voices in their centres. The model expanded into additional therapy areas and internal capability programmes, deepening the partnership and creating an active alumni network that continues to mentor new cohorts.

Partnering Models

For Pharma Teams

End-to-End Programmes

Design & delivery with ABPI compliance built in from the start

Tailored Content

Specialised by therapy area with KOL/TLs & faculty development for maximum relevance and impact

Integrated Approach

Digital + live + virtual + coaching for sustained change and measurable improvements

For Agencies

Flexible Delivery

White-label or co-branded delivery; fast, adaptable support to complement your services

Pitch Enhancement

Pitch support with concepts, assets, and sample content to strengthen your proposals

Approvals Savvy Partner

To make you look brilliant to your clients

Ways to Start Working With Us



1. Discovery Sprint

Identify needs, map options, define measures in close collaboration with faculty

2. Pilot a Programme

Create a programme of in-person and/or virtual sessions, with a digital follow-up

3. Co-create

A Digital Playbook chapter as a proof of concept

4. Speaker Faculty Tune-up

Provide targeted support ahead of a key event

5. Leadership Pathway Design

Create a bespoke development journey for an assessed and selected leadership cohort

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We'd Love To Work Together!

26+

Years
Experience

10,000+

HCPs Trained

4900+

Successful
Programmes

- Tell us your objectives and constraints; let us shape the right path
- We'll propose a focused, measurable plan with timelines and learning objectives





Appendix

Our Values & Diversity

We are a diverse and close-knit team who lead with fun, support, honesty, creativity and respect. We work with multi-lingual, culturally aware facilitators delivering globally.

Our commitment to diversity extends beyond our team to our content; ensuring inclusive, accessible learning experiences that resonate across cultures and backgrounds.