

2nd Annual LEAP at LILLY™ Business Competition
SNPhA National Convention
November 6-8, 2020

1. LEAP at LILLY™ Business Competition Introduction

Eli Lilly and Company (Lilly) is collaborating with the Student National Pharmaceutical Association (SNPhA) to develop and enhance the pharmacy profession within the pharmaceutical industry. Specifically, the **Leverage, Engage, and Advance Pharmacists (LEAP) at Lilly™** business competition will give student pharmacists an opportunity to apply their clinical knowledge, clinical experience and problem-solving skills to address real-world business challenges faced by the pharmaceutical industry. Most importantly, these challenges will combine Lilly's mission of improving diversity and inclusion to drive innovation with SNPhA's mission of serving the underserved.

2. General LEAP at Lilly™ Business Competition Information

The competition will be performed in teams of 2 to 4 members. Teams may consist of members from different schools.

LEAP at Lilly™ Business Competition Eligibility

To participate in the *LEAP at Lilly™* Business Competition, each team member must

- Be a current national SNPhA member
- Be enrolled in a full-time Doctor of Pharmacy program
- **Not** have placed top 3 in the 2019 *LEAP at Lilly™* Business Competition
- **Not** be a recent graduate from a Doctor of Pharmacy program (Class of 2020)
- **Not** be licensed to practice pharmacy.

3. Components of the LEAP at Lilly™ Business Competition

This competition will include 3 parts:

- office hours,
- preliminary case write-up, and
- formal presentation.

4. LEAP at Lilly™ Office Hours

The objective of the office hours are to provide a platform for participants to ask questions to the previous winners of the competition as well as the competition organizers. Due to the virtual nature of the completion and the national conference this year, offices hours also provide a convenient way to get for participants to engage across teams in a collaborative way.

The office hours will be every Tuesday from 7pm to 8pm EST at the TEAMS link provided.

- Leveraging Your Network (September 8th)
- Engaging Your Skills (September 15th)
- Advancing Your Impact (September 22nd)

5. Preliminary Round: LEAP at LILLY™ Business Write-Up

You will submit a team write-up for the following prompt:

Prompt A

*How can pharmaceutical companies more effectively leverage and engage pharmacists and their experiences **both** inside and outside of their companies, for minority population (i.e. Latinx, African-American, and Asian/North Pacific Islanders etc.)?*

The write-up should not exceed 1,000 words (not including tables and/or figures). Please type the total number of words in the upper right-hand corner of the cover page.

Tips for your team's write-up:

- Determine a team name to include on the cover page.
- Using bullet points is acceptable.
- Consider using descriptive headings and subheadings to group related information.
- The quality of your analysis is just as important as the specific recommendation(s).
- Considerations for your analysis may include
 - identification of the most critical issue(s)
 - assessment of strengths and drawbacks of your recommendation(s), and
 - discussion of how pharmaceutical companies should execute your recommendation(s).
- Consider reviewing both prompts (case write-up [Prompt A] and case presentation [Prompt B]) before beginning competition. It may be beneficial for your team to work on both prompts together at the same time. Make the best decision for your team.

6. LEAP at LILLY™ Business Write-Up: Submission Details

Please submit your write-up via email to George Okpamen at ogokpamen@lilly.com

- Use the subject line "LEAP at Lilly Business Competition – [Team Name]."
- Include the name and school of each team member in the body of your email (**not** on the cover page of your write-up).
- Be sure to copy all team members when sending the email.
- The deadline to submit your team's write-up is **September 25, 2020 5:00pm EST**.

Lilly's team of judges will evaluate the top 5 teams to move on to the final round.

7. Final Round: LEAP at LILLY™ Business Formal Presentation

The top 5 teams will have an opportunity to virtually present to a panel of Lilly judges. The presentation should provide a response to the prompt below:

Prompt B

*Focusing on Lilly USA's current and future diabetes portfolio, how can SNPhA, NPhA, and their sponsors better serve the Type 2 Diabetes Mellitus patients who take our medicines through the advancement of pharmacists and the pharmacy profession **both** inside and outside Lilly's walls?*

The top 5 teams will be notified by no later than **September 30, 2020 at 5:00 pm EST**.

By October 12, 2020, Teams will be assigned a time slot between September 26, 2020 - October 30, 2020 for virtual presentations.

Tips for your team's formal virtual presentation:

- You must collaborate with the same team members from the preliminary write-up.
- You are free to use any presentation style that you feel works best.
- Ensure you are answering the prompt completely in your presentation.
- Consider practicing your presentation multiple times with a panel of peers or mentors. Consider having them ask you questions throughout the presentation to ensure that your team is
 - staying within the time-limit of 15 minutes
 - comfortable with answering questions throughout the presentation, and

- confident with your recommendation(s) and able to defend multiple perspectives throughout presentation.
- The quality and collaboration throughout your team's presentation of recommendations are just as important as the creativity, comfort, and confidence during your team's presentation.
- Consider reviewing both prompts (case write-up [Prompt A] and case presentation [Prompt B]) before beginning competition. It may be beneficial for your team to work on both prompts together at the same time. Make the best decision for your team.

8. Evaluation of Teams

● Preliminary Round

- The write-up will be evaluated for the following criteria:
- Ability to directly answer the prompt
- Clarity and organization of write-up
- Sustainability of recommendation(s)
- Detailed discussion and in-depth analysis

● Final Round

- The presentation will be evaluated for the following criteria:
- Ability to directly answer the prompt
- Presentation delivery and creativity
- Actionable recommendation(s)
- Team collaboration
- Clarity and confidence during Q&A portion

9. LEAP at LILLY™ Business Competition: Prizes and Awards

Lilly will award the following prizes to the top 3 teams:

1st Place

- \$3,000 award
- Professional Development Sessions
- Virtual Coaching Webinar/CV Reviews
- Naplex prep material
- 1-year SNPhA Membership Dues
- Lilly Swag Bag

2nd Place

- \$2000 award
- Virtual Coaching Webinar/CV Reviews
- 1-year SNPhA Membership Dues
- Lilly Swag Bag

3rd Place

- \$1,000 award
- Virtual Coaching Webinar/CV Reviews
- Lilly Swag Bag

NOTE: All participants must be present for the final round presentation. **Winners will forfeit prizes if not in attendance.**

