

**HALEON**

 **ORGANON**

**MERCK**

# Scaling Best Practices in Global Pharma & Health



# The starting point

Global Pharma and Consumer Health organizations operate across dozens, sometimes hundreds of markets, brands and therapeutic areas. While local teams continuously innovate and deliver strong results, **what works on the ground is rarely scaled efficiently across the organization.**

As a result:

- Proven initiatives remain local
- Teams duplicate work across markets
- Valuable time is lost searching for information
- Global leadership lacks visibility on execution excellence
- Transformation initiatives struggle to demonstrate measurable ROI

In 2025, **Haleon, Merck and Organon** partnered with Wegrow to address this shared challenge.



# The shared challenge across global Pharma leaders

Despite different portfolios, geographies and strategic priorities, **Haleon, Merck and Organon** faced the same structural limitations.

## **Fragmented local excellence**

- Best practices scattered across local tools, intranets and drives
- No global standard to capture, qualify and scale “what works”

## **Low reuse, high duplication**

- Markets recreating campaigns, assets and playbooks already developed elsewhere
- Lost time, inconsistent quality and slower time-to-market

## **Limited adoption of knowledge platforms**

- Traditional repositories perceived as static or administrative
- Little incentive to contribute, reuse, or keep content up to date

## **Lack of measurable impact**

- Knowledge-sharing initiatives unable to demonstrate ROI
- Productivity gains invisible at leadership and board level

**The strategic question was clear: How can local success be transformed into a global, reusable business asset?**

Operating across 100+ markets, **Haleon** benefits from strong local marketing and commercial initiatives, but **lacked a structured, global mechanism to capture, recognize and scale what works across regions.**

## The Challenge

- Fragmented local initiatives and awards
- Limited cross-market visibility
- No standardized global model to capture and reuse excellence



## The Wegrow Approach

- Replaced local initiatives with one global, structured best-practice model
- Unified global marketing and commercial awards on Wegrow
- Embedded leadership endorsements to drive sustained adoption

*“Powered by AI, Wegrow is designed to streamline workflows, enable collaboration and make it easier to share proven strategies and insights.”*

Christopher Concerto-  
Global Marketing  
Partnerships Director

## Impact and Results

-  **203 days unlocked across 1400 users**, increasing execution capacity across global Marketing and Commercial teams. **This resulted in 160K€+ in measured productivity gains**, based on reduced time spent searching for and recreating initiatives.
-  More importantly, **cross-market reuse of proven initiatives confirms a scalable execution model**, with significant upside as global adoption expands.



**Organon launched a new global ESS and customer engagement initiative in 2025.**

Success depended on rapid adoption, leadership buy-in and visible engagement across markets.

## The Challenge

- Launching a global platform from scratch
- Ensuring fast adoption across markets
- Demonstrating value early to sustain momentum

## The Wegrow Approach

- Rapid platform launch within weeks
- Leadership involvement embedded from the start
- Structured best-practice capture tied to engagement metrics

## Impact and Results



**306 days unlocked across 1700 users**, reflecting rapid adoption and effective execution during the early phase of a global transformation.

This translated into **€80K€+ in measured productivity gains**, driven by faster access to and reuse of validated practices.



The results validate a **reuse-driven model with strong scale potential**, supporting sustained efficiency gains as adoption expands.

**Merck teams were operating across multiple platforms and repositories, making access to best practices slow and inefficient.** Finding relevant examples could take hours or even days.

## The Challenge

- Time-consuming search across legacy tools
- Limited reuse of proven initiatives
- Friction between medical, commercial and digital teams

## The Wegrow Approach

- Centralized best practices across Medical, Commercial and HCP engagement
- Enabled AI-powered search and structured reuse
- Created a scalable global best-practice framework

*“Wegrow makes it significantly easier to access best practices. Previously, locating a file could take an entire day, it was quite slow. Now, with the platform, we can find practice details within seconds.”*

Esil Karataş -  
Product Manager

## Impact and Results

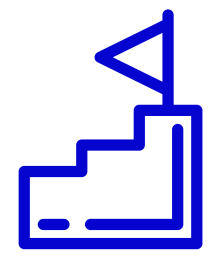


**203 days unlocked across 700 users**, increasing execution capacity within Medical and Commercial teams.

This resulted in **160K€+ in measured productivity gains**, driven by reduced time spent searching for and recreating initiatives.



Critically, **73 proven cross-market reuses confirm a scalable execution model**, with clear potential to unlock significantly higher value through faster rollout of proven initiatives and reduced duplication.



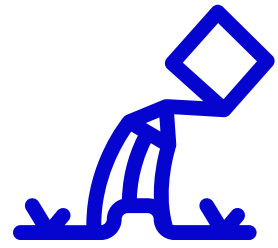
# Why Wegrow delivers measurable impact in Pharma & Health

**Wegrow succeeds where traditional tools fail** because it is designed around **execution, adoption and measurable outcomes, not content storage.**

Specifically, Wegrow:

- Focuses on **validated best practices**, not raw or unqualified content
- Enables **proven cross-market reuse**, reducing duplicated initiatives
- Embeds **recognition and leadership endorsement** to drive adoption
- Works in **regulated, multi-market Pharma environments**
- Measures **productivity, reuse and efficiency**, not just engagement

**As demonstrated by Hialeon, Merck and Organon, this approach transforms local excellence into scalable, measurable business impact.**



## Conclusion

In a context of increasing complexity and growing pressure on efficiency, **the inability to scale what works has a direct and measurable business cost.**

Wegrow enables Pharma & Health organizations to:

- **Turn local excellence into global impact**
- **Reduce duplication and operational inefficiencies**
- **Accelerate execution across markets**
- **Demonstrate tangible ROI from knowledge sharing**

**From fragmented initiatives to scalable excellence.**





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