

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

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.

"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

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

Impact and Results



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

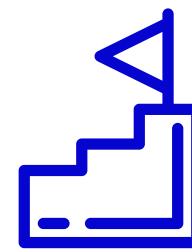
This resulted in **160K€+ in measured productivity gains**, driven by reduced time spent searching for and recreating initiatives.



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.

"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



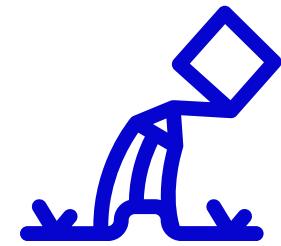
Why Wegrow delivers measurable impact in Pharma & Health

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 Haleon, 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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