

THOUGHTS FROM  
**SALES & MARKETING**

*Industry  
Leaders*

INSIGHTS INCLUDE:

- **THE GREAT RESIGNATION**
- **WELL-BEING PROGRAMS**
- **THE VACCINATION DEBATE**



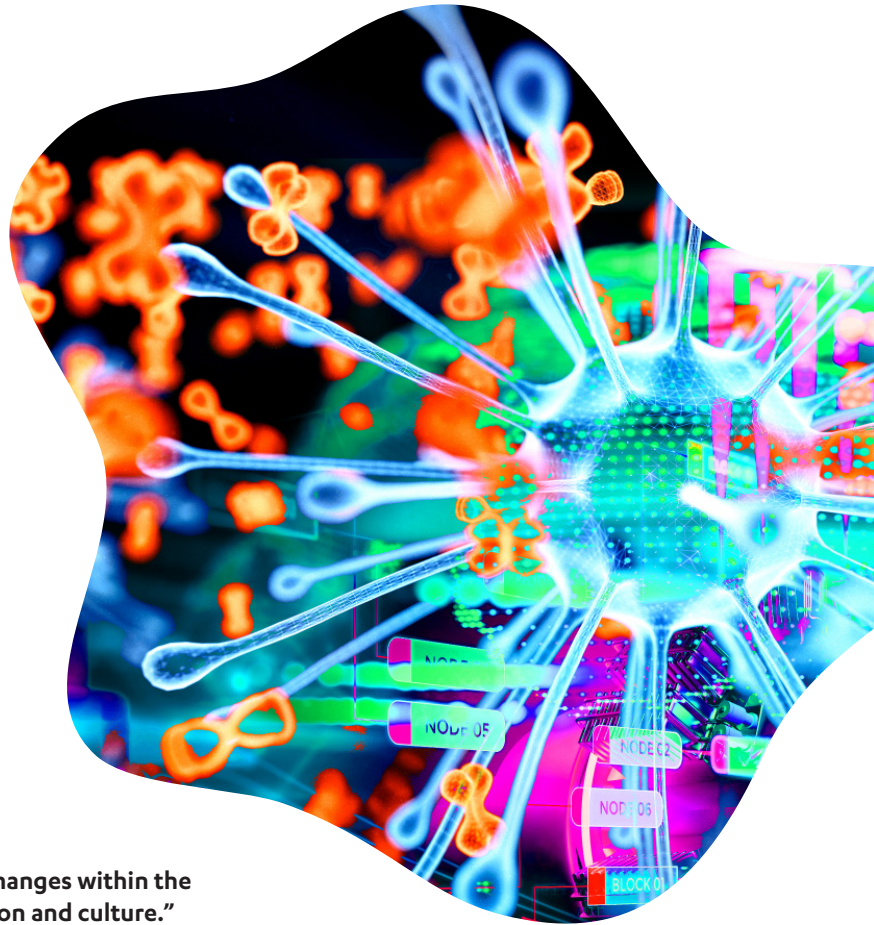
## “THE GREAT RESIGNATION WAVE OVERSEAS”

WHAT IS YOUR COMPANY DOING TO CONSIDER IT? HAVE YOU HEARD OF THIS? WHAT CONTINGENCIES ARE YOUR COMPANY PUTTING IN PLACE?

Companies are competing to attract candidates, particularly the best in their field. As such, we are finding candidates being much more particular in what they want. There is a lot of choice and candidates have the luxury to decide what they want/don't want.

Candidates also have a lot of flexibility in their current roles with WFH options. In some areas, the reduced number of candidates has had an impact on salaries being offered. Increased salaries to retain staff have inflated the market average in many areas, therefore, to get candidates to leave jobs the salary needs to be competitive. Lateral salary moves are not currently happening.

## Check out what the industry leaders have in mind right now!



**“Our company regularly adapts and adopts structural changes within the organisation. Its main focus has been on communication and culture.”**

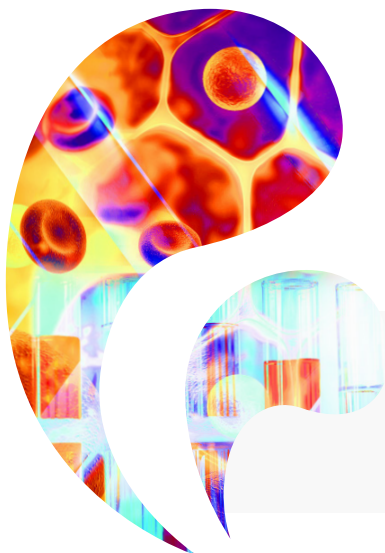
Sales Manager - Global Pharmaceutical Company

**“As a start-up, we are working with a consultancy team to develop our Employee Program and Policies.”**

Business Unit Head - Pharmaceutical Company

**“We are leading work life balance on a global scale and our European offices have been driving this initiative with gusto.”**

National Sales Manager – Boutique Pharmaceutical Company



**“The industry is shrinking. Retention in our team has been good. In the past 7 years, 2 employees left, 1 regrettably. We are not concerned by the ‘Great Resignation’ due to lack of opportunities and new roles for people.”**

RSM at Global Medical Consumable Company

**“By conducting regular employee surveys after COVID lockdown, we found that employees were feeling disconnected and unmotivated. The Leadership team has since been encouraging regular catch ups and events as a priority to get our teams on-board.”**

Marketing Lead, Global Medicines Company



**“We have a small team and we’re in a building phase at the moment. We’ve brought on 2 very strong leaders recently who will completely overhaul the business and take us to the next level. This will surely impact our retention positively and I don’t really foresee anyone wanting to move on.”**

HR Lead - Pharmaceutical Company

**“It is a concern but they are being proactive about their retention. They are a unique, emerging company with a new business model. They are working a lot on retention strategics. Looking at talent, development opportunities, working with Managers to support their teams. They have been focusing on their value proposition and all future growth opportunities they will have. Very dynamic environment.”**

Chief Executive Officer – Medical Devices Company

**“At Global they have seen a few resignations. Internally for ANZ have had discussion but are not predicting as much affect as other affiliates.”**

Talent Acquisition - Global Pharmaceutical Company

**“Great resignation - there is talk internally and the company is predicting that there will be huge turnover. So far from what they’ve seen is that people are leaving the industry all together, so our company don’t feel they’ll be able to do much.”**

Pharmaceutical Company

**“I keep attentive with my team’s needs and make sure I’m there to support them whenever and however. I don’t foresee there’ll be an issue with us.”**

NSM - Medical Devices Company





## WELL-BEING PROGRAMS

DID YOUR COMPANY INTRODUCE/EXTEND THESE DURING COVID?

WHAT DID THEY INVOLVE?

WHAT WAS THE UPTAKE OF THESE PROGRAMS?

ANYTHING DIFFERENT IN ADDITION TO ONLINE COOKING, YOGA SESSIONS...  
PROGRAMS FOR MENTAL HEALTH?

**Onsite childcare facilities, subsidised cafeterias, face-to-face conference attendance, car parking and Qantas Club membership had been swallowed up by Covid.**

Instead, technology, wellness and a new brand of super flexible work had gained far more importance.

**“Flexibility is now a deal breaker for most employees looking for work.”**

**“Always had employee programs including mental health programs:**

- **Introduced Days - 3/year;**
- **Company specific day - Recognised people needed a longer weekend.**
- **Coffee Roulette - Virtual coffee catch ups. People put into groups of 3, who wouldn't usually work with to get to know one another.**

**It was very well received. ”**

Sales Manager - Pharmaceutical Company

**“Once a month had mental health, cooking, managing pets, getting better sleep wellness classes;**

**From August to September: half day Fridays - 12.30pm would finish. Unsure if these are continuing;**

**Care packages - organised during lockdown;**

**\$500 has been increased to \$750/year for healthy lifestyle - gym, health courses, etc.”**

National Sales Manager – Boutique Oharmaceutical Company

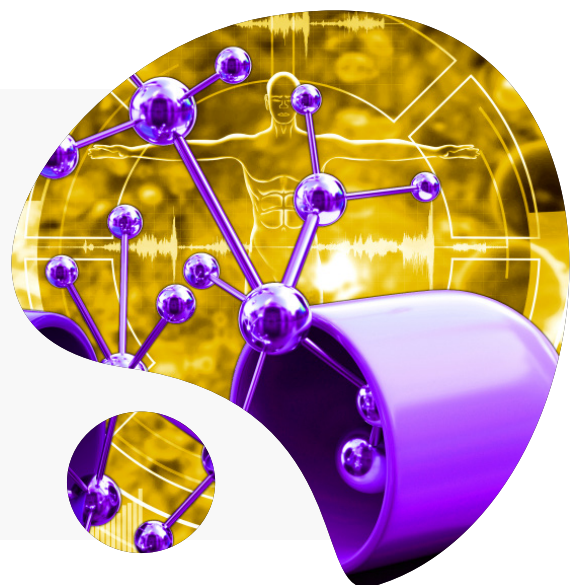
**“Meditation programs, and mental health programs.”**

Chief Executive Officer – Medical Devices Company

Employees want a combination of a hybrid working environment and also more flexible hours - that is, flexible start and finish times and longer breaks in the middle of the day. **In other words flexibility around when and where work gets done.**

They also want their organisations to be investing in **best-in-class technology** that supports remote/hybrid working and will choose new employers who have this, as a priority.

Employees want their managers and colleagues to be **emotionally intelligent** - they want them to demonstrate empathy and to support them. They want them to be aware of their individual circumstances and to adapt accordingly.



**“We had pretty good programs to begin with. Now to regain that feeling of connectedness/oneness, we're encouraging people to come back to the office on Tuesday. We provide free lunches, coffees, activities, etc.”**

Marketing Lead, Global Pharmaceutical Company

**“HR wellness support - A new HR Manager was appointed, who has led programs implemented by global initiatives.**

**They didn't do anything super special, apart from ensuring that managers were held accountable for their team. Managers did this by keeping close to the week + weekly team meetings. This will now be scaled back to monthly team catch-ups. In summary, 'constant communication was key'.”**

National Sales Manager - Medical Consumables Company



**“General/typical online sessions of cooking, yoga, etc nothing out of the ordinary. Currently reviewing what changes can be made to employee benefits and what additions can be added such as Childcare subsidy.”**

Talent Acquisition - Global Pharmaceutical Company

**“Nothing like that. Just upped the connection with my guys. We invested heavily in extra training.”**

NSM Medical Devices

**“We’ve really focussed on increasing connectivity with our teams and including them in our strategies and what’s going to happen. Our new Sales leader has been very good meeting her team in person, having lunches, getting to know them and what they need from her. We’re growing our Marketing function as well which will really support the Sales team.”**

HR Lead - Pharmaceutical Company

## THE GREAT VACCINATION DEBATE

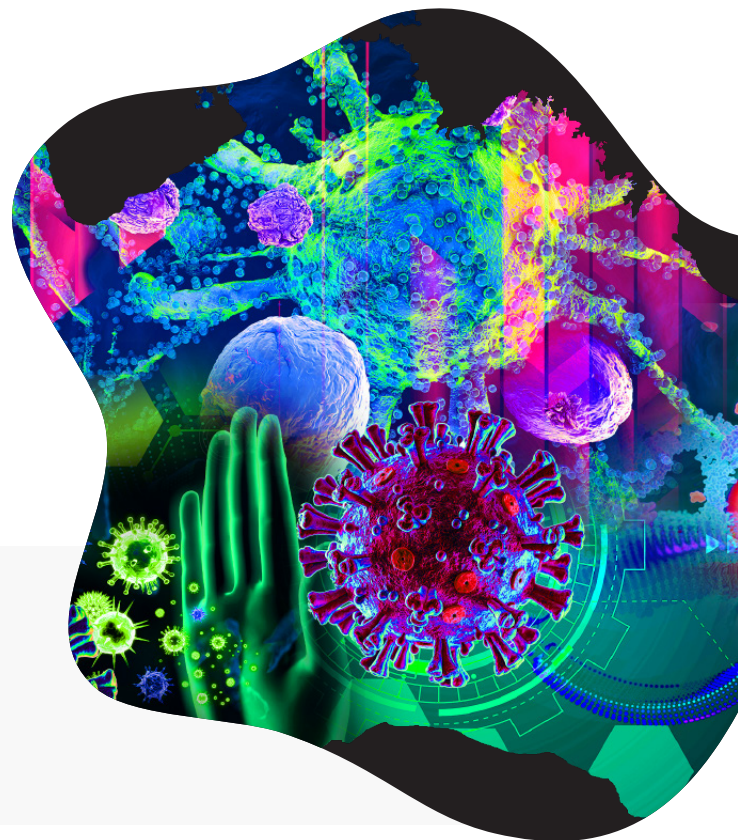
HOW HAS YOUR COMPANY BEEN MANAGING THIS?

HAVE POLICIES BEEN PUT IN PLACE? WHAT DO THEY LOOK LIKE?

Debates over mandatory vaccinations have come to the forefront in Australia following the emergence of the Covid-19 virus.

Just recently, **various State and Territory Governments announced their intention to enforce vaccination as a condition of employment within the medical sector.** While this will certainly assist in the containment effort, it doesn’t ensure that a similarly scaled effort from employers can be expected.

Many organisations are beginning to formulate hybrid work models that will eventually require some, if not all employees, to return to the workplace. That in turn, will raise a pertinent question: **Can employers mandate employees to be vaccinated before allowing them back to the workplace?**



**“We did a survey on this to get employee’s opinions and discussed it with Management and Head Office; Not mandatory but there are policies in place to request double vaccination; if not, there will be a discussion with Manager/HR; For our Sales Team, is hard to do their job without being vaccinated.”**

Sales Manager - Global Pharmaceutical Company

**“Not mandated – have not had to at the moment. In a recent survey all staff are Vaccinated. I’m sure how down the track we will need to look at this.”**

Business Unit Head - Pharmaceutical Company

**“Being conservative about this. It won’t be bluntly no jab, no job, however if you are unvaccinated and can’t do your job, e.g going into hospitals as a Sales Representative, they will have to implement something. Interested in knowing what other companies are doing.”**

National Sales Manager - Boutique Pharmaceutical Company





**“Mandatory policy for employees. Have to comply or would have to leave. They work in hospitals, aged care facilities – want to protect employees, customers and people in these facilities. Sales people wouldn’t be able to do their job.”**

Chief Executive Officer – Medical Devices Company

**“COVID Mandate - From December 6th, everyone needs to be vaccinated by mid-Jan.”**

National Sales Managerl - Medical Consumables Company

**“Mandated company-wide.**

**Need to be double vaccinated by Jan 5th 2022.”**

National Sales Manager - Medical Consumables company

**“Our company haven’t introduced a mandate, however our partner company, along with the hospitals and clinics have introduced the mandate, so essentially everyone has to be vaccinated.**

**Overall, the company hasn’t had any push back or issues, everyone got vaccinated on their own accord.”**

Regional Sales Manager - Specialist Pharmaceutical Company



## MEET OUR TEAM

### SOUTHERN STATES VIC / TAS / SA / WA & NEW ZEALAND



**NATALIA FIOCCA**  
Specialist Manager  
[nfiocca@hpgconnect.com](mailto:nfiocca@hpgconnect.com)  
03 9938 7104



**KAREN FORGIE**  
Specialist Manager  
[kforgie@hpgconnect.com](mailto:kforgie@hpgconnect.com)  
03 9938 7105

### NORTHERN STATES NSW / ACT / QLD / NT & NEW ZEALAND



**MARION LUDEKING**  
Specialist Manager  
[mludeking@hpgconnect.com](mailto:mludeking@hpgconnect.com)  
02 8877 7771



**JODIE ROBINSON**  
Specialist Manager  
[jrobinson@hpgconnect.com](mailto:jrobinson@hpgconnect.com)  
07 3905 8844

**TALK TO US ABOUT HEALTHCARE SALES & MARKETING RECRUITMENT ACROSS:**

**Pharmaceutical | Animal Health | Medical Devices | Scientific  
Medical Consumables | Dental | Optical | Aged Care | Diagnostics**

# Share

## YOUR INSIGHTS

We value and welcome your thoughts and insights.

Please reach out to our National Sales & Marketing team for a further discussion.



KNOWLEDGE



CONNECTIVITY



TRUST