



Myth Busting for Cross-functional Team Effectiveness

The spotlight on leadership excellence and collaboration grows more intense as the life science industry continues to re-evaluate its business model to drive innovation, reduce costs, manage risks, and enhance productivity.

In response, CCC developed *Myth Busting Mindset*[®] – a breakthrough methodology that helps cross-functional teams involved in medical and promotional reviews (including HEOR) make compelling, compliant materials available more quickly to HCPs, patients, and payers.

Methodology

The *Myth Busting* methodology employs **cognitive techniques** to diagnose and eliminate unproductive thoughts and behaviors – those human factors controlled by emotions – that can derail success.

[This article](#) focuses on collaboration around digital promotion and [this article](#) provides a comprehensive overview of busting myths and misperceptions prior to, during, and following the development of promotional materials.

The *Myth Busting* methodology is currently being applied to accelerate digital innovation, including faster approval of mobile applications – which have historically ended up in the "app graveyard" ([click here for description](#)).



Start early to bust myths and misperceptions and increase efficiencies, while managing risk