

Step 3: Support Launch Needs

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HBA Central will support all launching cohorts via our Champion Setup Series, which walks program Champions step by step through the program setup milestones, where to find and how to use program resources, and much more.

PEMs do not directly support program setup, but may be tapped to (optionally) attend meetings during this phase. Largely it is best to observe from afar, maintaining the overall company relationship without getting involved in the day to day details of the program itself.

PEMs can (and should if available) attend all or part of the program launch to get a good sense of the cohort, their goals and plans.
