



Individual Winner 2026

Brittney Hogen

Senior Manager, US Commercial Education

Johnson & Johnson MedTech

Johnson & Johnson MedTech Surgery is a global leader in surgical solutions, sold through an experienced field force into complex specialty markets — including Coronary Artery Bypass Graft (CABG), one of the toughest specialties to crack.

THE CHALLENGE

Brittney Hogen — a six-year J&J veteran whose career has been entirely in hospital healthcare sales — was tasked by her director with closing an obvious gap: CABG sales weren't where they needed to be. The reps knew J&J's products cold, but CABG's complexity and many surgical approaches made real penetration difficult. Brittney was given full latitude to design a solution — one built for reps who needed deeper procedural expertise, clinical credibility, and strategic selling skill.

THE SOLUTION

Brittney was “Piked” by The Bob Pike Group through a 2022 Boot Camp and 2024 Instructional Design course. Through these, she was convinced that the Participant-Centered Approach to training was the most effective method out there for adult learning. With this knowledge and skills in hand, she then had four months, to build what she called the Masters Sales Program (MSP), an eight-week, cohort-based journey for reps with a minimum of three years in the field who passed a knowledge pre-test.

Key elements:

- Four chapters told from the patient's perspective (embodying J&J's Credo). They journey through diagnosis to procedure and learn by doing (e.g., field PA interviews), then discussing and applying in VILT sessions.
- Cohorts of 6–7, facilitators as coaches, and stakeholder mapping built on power and influence — not the org chart.
- A physical workbook collected at the end — an aspect participants initially protested, afraid they'd lose the collection of their hard work and resources. (They didn't.)
- A Shark Tank-style capstone measuring performance readiness, not memorization, through real Strategic Sales Opportunities (SSOs).

“When designing the Masters Sales Program, I intentionally shifted away from asking, ‘What content should I teach?’ and began asking, ‘What experiences should participants have?’ That single mindset change transformed the program. Learning moved from presentations to practice, from information sharing to discovery, and from knowledge acquisition to performance application. The result was a learning experience that respected the expertise of experienced professionals while challenging them to think differently, engage deeply, and apply new capabilities in their daily work.”

Brittney Hogen





THE RESULTS

The first cohort (50 learners, April–June 2024) proved the results of Brittney’s participant-centered approach. As Brittney puts it, “While participant-centered learning principles shaped the design, business impact was always the ultimate objective.” Graduates achieved:

- Knowledge gains: anatomy **+32%**, product **+48%**, procedure **+28%** — for reps with 3–15+ years of experience.
- Average SSO value: \$15,300 vs. \$12,500 field-wide — a **22% premium** in deal value.
- **\$812,146** in closed revenue in the 12 months following their graduation (June 2024–May 2025) — ~\$22,000 per graduate vs. ~\$16,000 field-wide, a **38%** premium.
- **77%** confidence to close vs. 69% field-wide.
- \$1M+ active SSO pipeline

The numbers speak for themselves: Brittney’s Masters Sales Program for Cardiovascular CABG has succeeded beyond expectations. So much so that it has now been replicated in two additional health specialty areas. What began as a single pilot is now a scalable framework across J&J MedTech — equipping an already-experienced sales force, growing the pipeline, and delivering better Credo-based care.

“The greatest success of our CV and Ortho Masters programs has been watching knowledge turn into confidence, confidence turn into credibility, and credibility turn into meaningful market growth. Our reps aren’t just selling more, they’re leading better clinical conversations and winning new business because of it.”

Dan Patterson, Regional Sales Manager
Johnson & Johnson MedTech

28-48%
knowledge gains

22%
higher pipeline value

\$812,146
closed

+38% gain

77%
confidence to close

