Tel No:+97126654546 | Fax No:+97126654182 | Email: training@cmc-me.com | www.cmc-me.com



SM015:
Pharmaceutical Sales:
Communicating with Physicians

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Training Description:

A thorough understanding of your pharmaceutical company's target audience is crucial when piecing together a marketable claim. The "one-size-fits-all" approach with physicians may have unfavorable effects on the pharma-physician relationship in an era where doctors are short on time, while being flooded with massive amounts of data. As many promotional activities and messaging by the pharmaceutical industry do not resonate with their potential customers, it is essential to plan effective methods for approaching physicians in a changing era of medical practice.

This course introduces participants to the basic communication skills required to efficiently and effectively address complex clinical or experimental data with physicians. The expectations of the target audience, good data understanding and analysis of the clinical trials, and factors influencing treatment choice by physicians will be thoroughly discussed.

Special emphasis will be placed on the most common physician profiles a pharmaceutical representative may interact with as well as potential challenges these profiles pose.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Implement impactful communication skills while adapting to the projections of their target audience
- ✓ Acquire an understanding of physician profiles based on educational and cultural backgrounds, medical approaches, and thinking patterns
- ✓ Analyze the strengths and weaknesses of statistical data from a clinical trial
- ✓ Define factors influencing physician's treatment choices
- ✓ Create marketing material and promotional events for pharmaceutical products

Training Designed for:

This course is specifically designed for individuals responsible for medical/pharmaceutical affairs, marketing, and the field sales forces, as well as anyone involved in implementing effective communication techniques tailored to the different profiles of healthcare professionals.

Target Competencies:

- Practical Statistical Reasoning
- Communication Skills
- Customer Psychology
- Creating Sales Strategies
- Creating Marketing Strategies

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

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Training Program:

DAY ONE:

- PRE-TEST
- Statistics for doctors - what they want to know
  - Overview of a scientific article
  - The question and the evidence based answer
  - Different study designs in practice:
    - Reviews and meta-analyses
    - Retrospective analyses
    - Sub-group analyses
    - Observational studies
    - Clinical trials
  - Dissecting a trial
  - Presenting the data
  - Statistics for the doctor
    - Research to practice applications

DAY TWO:

- Communicating with doctors
  - Basics of communication
  - Different communication styles
  - Discovering the doctor's communication style
  - Breaking the "one-size-fits-all" approach
  - Differentiating between the promotional message and the medical message

DAY THREE:

- Different physician profiles and challenges
  - The art of observation
  - Getting the message across
  - Making a big impact in little time
  - Building a foundation
  - Addressing concerns
  - Answering different questions and their purpose
  - What to say and when to say it

DAY FOUR:

- Factors influencing the treatment choice
  - Different physician perspectives
  - Different physician profiles
  - Addressing the concerns
  - Presenting the data
  - Challenging questions and suggestions
  - Facilitating access

DAY FIVE:

- Marketing and promotional events

- Different types of events and their intended purposes
- Choosing the target audience
- Working with speakers and attendees
- Assuring the scientific benefit
- Relaying the message while preserving ethical and high educational standards

❖ Course Conclusion
❖ POST-TEST and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:
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