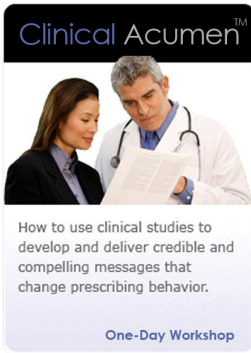


6 Months Plus



Clinical Acumen™

Be Clear, Be Credible, Be Compelling

Solving the Credibility Gap

Physicians are increasingly skeptical about the value pharmaceutical and biotechnology reps bring to their practice. Add to this the financial pressure of a busy practice and a challenging reimbursement environment and you have a prescription for limited access and minimal influence.

So what can we do about it?

Know the Science, Be Flexible in Your Delivery, Adopt the Physician's Point of View

The answer, in a nutshell, is to reestablish the clinical credibility and clinical relevance of our salespeople.

But how do we accomplish that?

We do it by making sure our representatives have mastered (not just memorized) the science behind our clinical studies. We do it by making sure our representatives are completely fluid and flexible in all the relevant components of our clinical studies. And we do it by making sure our salespeople adopt the physician's point of view when presenting clinical evidence.

Clinical Acumen is designed to do just that.

Primary Outcomes

Representatives who can fluidly navigate their studies when face-to-face with physicians to deliver clear, credible, and compelling messages that change prescribing behavior.

Greater insight and empathy into how physicians approach the patient, gather information, make a diagnosis, make treatment decisions, and follow up with patients.

The ability to quickly analyze any clinical study and pull out the nine elements the representative must know in order to establish credibility, handle objections, and influence behavior.

The ability to translate those nine elements into a Clinical Story™ that provides both the motivation and the information necessary for the physician to act.

Clinical Acumen

Be Credible, Bring Value

Who Will Benefit?

Representatives **Be Credible, Bring Value**

Most representatives still memorize the key messages in a study and then fall apart when the physician starts asking questions. This leads to a crisis of both credibility and confidence.

The result?

Representatives rarely use clinical studies to drive growth and expand use of your products.

Clinical Acumen engenders confidence because it shows the representative how to address a physician's natural healthy skepticism. It creates a level of understanding and fluidity that enables the rep to handle tough questions and statistical details and be crystal clear about what can and cannot be concluded from the study.

Clinical Acumen also shows the representative how to organize the information in a clinical study into a clear, credible, and compelling Clinical Story that the physician will find both persuasive and valuable.

District

Observe, Coach, Pull Through, Sustain

Managers

Clinical Acumen makes it easy for managers to communicate what best-in-class looks like so they can observe, provide feedback, and ultimately help representatives self-coach.

Field

A Second Set of Eyes, Ears, Insight, Application

Trainers

Field trainers play a pivotal role in representatives' ongoing development. As peer coaches, they are invaluable in helping the reps pull through and achieve mastery of the skills and behaviors associated with selling with clinical studies.

Your Studies, Our Process, Better Results

Implementation Plan

Step 1

Customize

Keep It Real

By meeting with brand teams to identify your brand strategy, key messages, and desired business outcomes, we can analyze your clinical studies and connect the dots between insight and practical application in the field.

Customization ensures that every workshop example focuses on your brand, your barriers to adoption, and the specifics of your therapeutic area.

We do all the heavy lifting to make it easy for your district managers, field trainers, and salespeople to use clinical studies to establish credibility, provide compelling evidence, and change prescribing behavior.

Once we've customized the program to the specifics of your world, we then certify your trainers to cascade the program to your organization, whether at a large national meeting or as a core part of your existing curriculum.

Step 2

Manager's Certification

Model Excellence

The best district managers model what they expect their people to do. So the next step is a robust half-day manager's certification in which your managers learn the skills, processes, and pivotal behaviors of Clinical Acumen.

This manager's certification also ensures sustainability by giving your managers easy-to-apply tools to actively observe, measure, coach, and pull through.

Step 3

Trainer's Certification

Create Expertise

Clinical Acumen is a robust program that requires expertise for effective delivery. That's why we provide a comprehensive train-the-trainer to ensure that you have in-house expertise and that your trainers can handle the deeper bio-statistical concepts in practical ways reps can apply right away.

Step 4

Cascade

Create Consistency

Next, your trainers cascade the Clinical Acumen workshop in a one-day or one-and-one-half day session that is highly interactive and uses adult learning principles to drive sustainable and measurable application in the field. The implementation includes a two-hour web-based pre-workshop assignment and a powerful pull-through vehicle called the Clinical Study Navigator™ to ensure that everyone knows what selling excellence looks like.

Step 5

Coach

Actively Pull Through

Coaching and pull through are essential to creating sustainable results and we provide your managers and field trainers with everything they need to observe, assess, provide feedback, coach, and develop their representatives' clinical acumen.

Clinical Acumen

Be Clear, Be Credible, Be Compelling

Options for Learning More

Option 1

Ask questions, get answers.

Phone Call

Give us a call at 215-579-0540 or 800-516-4845.

Tell us what you're thinking about.

Let us answer your questions.

Decide if it makes sense to meet.

Option 2

Take a closer look.

One-on-One Meeting

In this face-to-face meeting we'll listen carefully, answer your questions, and show you any level of detail you'd like, from the instructional design to coaching and pull through, so you can decide if it makes sense to involve others in your organization.

Option 3

Let your team evaluate the details.

Executive Overview

This executive overview covers all the appropriate details. You'll see the instructional design, participant guide, train-the-trainer materials, and coaching and pull through process in an efficient 60- to 90-minute format. We can also cover customization, pricing, and different delivery options.

Option 4

Experience the program.

Pilot

Once you've done a preliminary evaluation and involved other stakeholders, let us conduct a pilot. We'll take care of everything so you can get real feedback from your internal customers as to the value of Clinical Acumen in their world.

Call Now

1-800-516-4845 to learn more about Clinical Acumen.