



BECOMING A SPECIALIST...

The Issue:

Specialty Sales Professionals require more specialized clinical training to boost their performances. An intimate and first-hand understanding of target HCP Specialists' clinical and business practices further differentiates a sales team from its' competitors. Preceptorships/shadowing, although effective in the past, are no longer options in this regulated environment. In addition, clients rarely had control over the content, venue, and the HCP facilitator.

Our Solution:

MD Fellowship gives Specialty Sales Professionals an intimate, first-hand clinical experience using client-controlled content and interactions with HCP Specialists in a neutral, safe, and controlled environment. Participants become HCP fellows for a day and "walk in the shoes" of their target SPecialists through the Teaching and "Grand Rounds" experiences.

What is MD Fellowship?

- Highly interactive clinical activities facilitated by HCP Specialists using actual Teaching and Grand Rounds experiences
- Understanding the complexities of diagnosing and treating specific disease states
- Working knowledge of the business/practice management issues

What is the Benefit?

- Sales Professionals are able to articulate value more effectively by :
 - Gaining insight into the Specialists' Practice
 - Experiencing the complexities involved in diagnosing & treating specific disease states
 - Appreciating the HCP-patient relationship

How does it work?

- Teaching Rounds by a HCP Specialist on disease state and therapeutic area
- Using actual patient cases, participants diagnose and prepare treatment plans for presentation
- Content aligned to marketing and brand strategy
- Grand Rounds where participants present and defend their case diagnosis and treatment to HCP Specialists
- Full control of content and venue

For additional information, please contact us today!

MD Fellowship Case Study

Situation:

- Established specialty Oncology Sales Force of 150 experienced Sales Professionals
- Tenured 10-27 years with same company
- Main product coming towards Patent expiry
- Expected drop in revenue from product as it comes towards patent expiry
- Good published 10-year data on product

Task:

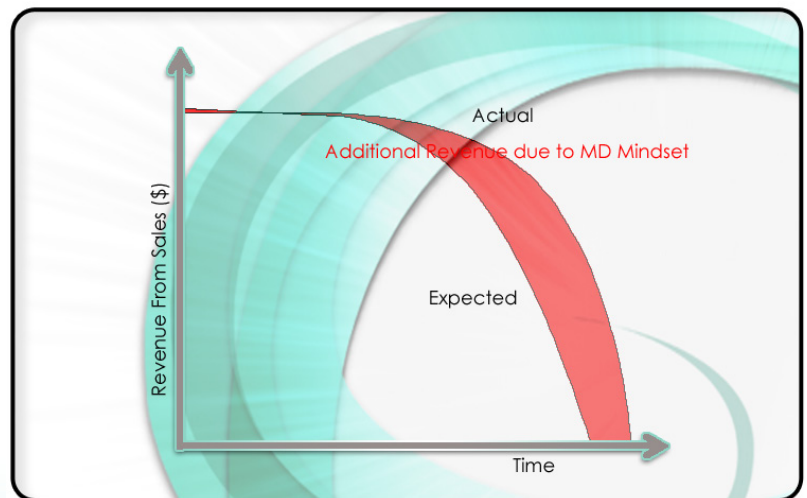
- Learn more about Oncologists' MD Mindset and understand how to present cases and clinical information in the way that an Oncologist would to a peer. Gain advanced communication skills so that the experienced sales professionals get the most out of 10-year data and maintain market share for a product about to lose its patent.

Action:

- Managers and Trainers went through MD Fellowship first, then returned to each class to act as mentors/team leaders
- All Sales Professionals, in groups of 20-30, then attended a 2-day MD Fellowship over a period of 2-months.
- 2-day MD Fellowship using practicing Oncologists consisted of:
 - Content
 - MD Mindset Communication
 - Case study presentation
 - Abstracting
 - Advanced selling skills to Oncologists

Results:

- Positive feedback
- Increased access opportunities
- Increased sales 10% above expected



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