

MANAGED CARE & INTEGRATED HEALTH

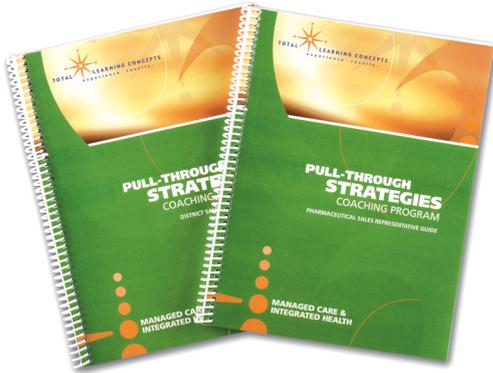
PULL-THROUGH STRATEGIES COACHING PROGRAM DISTRICT SALES MANAGER'S GUIDE & PHARMACEUTICAL SALES REPRESENTATIVE'S GUIDE

Keep your sales people and managers on the same page

Ensures that both district sales managers (DSMs) and their sales representatives have a solid understanding of managed care and pull-through selling strategies. For sales representatives, the program focuses on real-world selling situations and a managed care profiling methodology that can be applied to everyday selling. For DSMs, it reinforces understanding, offers a way to tailor lessons to the needs of each representative, and helps the DSMs learn to build productive relationships with representatives.

Content highlights:

- Designed to help DSMs and sales representatives capitalize on contracts they have already negotiated
- Helps representatives identify, understand, and capitalize on market forces affecting physicians
- Suggests ways to maximize pull-through when products are on formulary, and to create demand when they are not
- Empowers representatives to recognize and respond to important business developments in their territories



Advanced

AUDIENCE: Sales managers
DELIVERABLE: Workshop

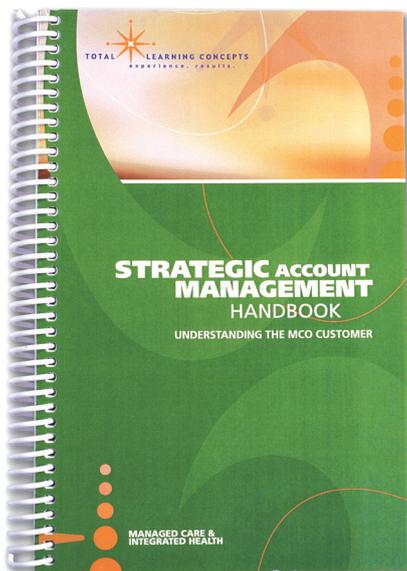
STRATEGIC ACCOUNT MANAGEMENT HANDBOOK UNDERSTANDING THE MCO CUSTOMER

Profile MCO needs and develop strategies for building market share

This thorough, in-depth reference for account managers focuses on MCO structure, operations, and finance. This handbook provides practical, need-to-know information for hospital and managed care specialists and sales professionals who call upon them. It outlines the knowledge and skills needed when interacting with MCOs, teaches steps for profiling MCO needs and identifying key decision-makers within MCOs, and delivers the information needed to understand what MCOs look like and how they operate. This valuable reference can serve as a stand-alone learning text or a companion to *The Strategic Account Management Workshop: Understanding MCO Finances*.

Content highlights:

- Looks at the US managed care marketplace, trends, business challenges, financial issues, and pharmacy benefit structure
- Takes an inside look at an MCO by profiling who's who in the pharmacy decision-making process
- Identifies key factors that drive MCO decision-making
- Provides hands-on suggestions for profiling accounts and developing strategic partnerships
- Includes three case studies



Basic

AUDIENCE: Hospital and managed care specialists
DELIVERABLE: Handbook with exam and answer key

MANAGED CARE NAVIGATOR

Enter the rapidly evolving world of managed care

This exciting CD-ROM and Web-based training product places sales representatives in real-world situations where they engage in information-gathering simulations and sales calls with physicians. This tool provides sales representatives with the opportunity to practice their investigation, planning, and strategic skills; strengthen their knowledge of the managed care environment; and improve their ability to sell effectively.

Content highlights:

- Tests learners' ability to weave information they have gained about the managed care market into their sales presentations through interactive exercises
- Provides an exciting interactive environment that challenges users to navigate their way through three increasingly complex managed care sales territories
- Provides feedback to users and scores them on how well they investigate and plan a successful sales strategy
- Prepares users to execute a successful face-to-face call with a physician as part of the CD-ROM experience



Continuing
Education

AUDIENCE: Sales
representatives

DELIVERABLE: CD-ROM

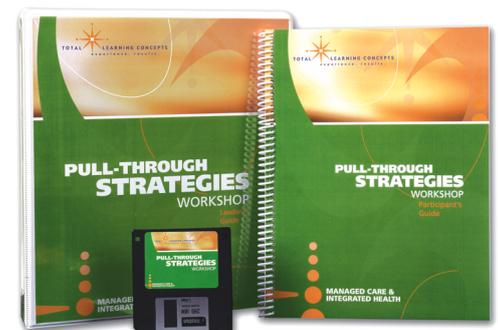
PULL-THROUGH STRATEGIES WORKSHOP

Pull-through strategies for achieving pull-through sales

Capitalize on your hard-won formulary victory by learning how to use a 12-step selling process that achieves pull-through success. This one-day workshop provides insight into managed care customers and their economic needs and financial incentives. It teaches critical skills such as economic positioning, information analysis, investigation, and qualifying. The sales process that sales professionals learn can be implemented the day after the workshop.

Content highlights:

- Examines healthcare trends, the four stages of the managed care evolution, and how to assess the influence of MCOs on physicians' prescribing behavior
- Describes methods of physician compensation
- Provides sample questions representatives should ask physicians and office personnel
- Outlines pull-through approaches for when a product is on formulary or off formulary
- Uses a series of case studies to review the steps of the pull-through selling process



Advanced

AUDIENCE: Sales
representatives

DELIVERABLE: Workshop