

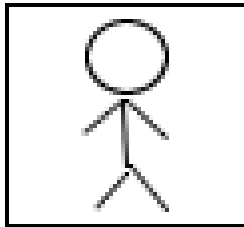
## Be Brief. Be Bright. Be Gone.

Career Essentials for  
Pharmaceutical and  
Biotechnology Sales  
Representatives

**Audio:** Hi and welcome to this Be Brief. Be Bright. Be Gone. computer-based workshop. Over the course of the next hour or so we will be learning more about what it takes to be a successful pharmaceutical sales representative.

Be sure before you continue that you have read the Be Brief. Be Bright. Be Gone text and filled out the pre-workshop worksheet.

**Additional Notes:** A background image will be selected and used in this first screen as well as the subsequent screens, although this first image will have more contrast than the rest. Some introductory music no longer than 5 seconds will play upon starting the CBI, followed by a brief animation to bring in the text.



**Audio:** This workshop is your first step on a path to become a tenured pharmaceutical sales representative. If you give this workshop your full attention you will be spared many of the rookie mistakes often made by new pharmaceutical sales representatives. You will receive advice on surviving the training process, as well as organizing your office, car, and time.

You will also receive a primer in selling skills, sales aids, managed care, and jumpstarting your career.

**Additional Notes:** Pictures fade in (one after the other) of a pharmaceutical sales representatives completing various aspects of their job (driving in their car, talking with a doctor, giving a presentation, filling out paperwork, etc.)

### Workshop Objectives

- Summarize “need to know” job basics for getting started with the company
- Organize your home office, car, and time to ensure maximum productivity from day one
- Describe customers and their basic needs regarding pharmaceutical product information

**Audio:** After completing this workshop you will be able to:

**Additional Notes:** Each objective will fade onto the screen. Before the next graphic appears the learner will be given enough time to read the objective

### Workshop Objectives

- Identify the basic selling skills required for healthcare sales professionals
- Demonstrate essential communication skills required for pharmaceutical sales success
- Outline the general steps of a sales call
- Explain how sales aids and support materials contribute to successful sales presentations

Audio: You will also be able to:

**Additional Notes:** Each objective will fade onto the screen. Before the next graphic appears the learner will be given enough time to read the objective

### Pre-workshop Checkpoint



Audio: Now it is time for your first pre-work checkpoint. These checkpoints are meant to help you remember what you read before we present the content. As long as you read the text and filled out the worksheet you should do fine.

**Additional Notes:** The pre-workshop checkpoint icon comes fades onto the screen initially, then fades out as an image of the book and pre-workshop worksheet come onto the screen.

### Pre-workshop Checkpoint



**Your job will often take you away to meetings and training sessions, or conferences, for days or weeks at a time.**

True

or

False

Audio:

**Additional Notes:** There will be no audio or special effects to allow the learner to focus on the question.

### Pre-workshop Checkpoint



During your first year as a new pharmaceutical representative, sales quotas are lenient, allowing you to get comfortable with product marketing literature, product samples, and making calls.

True

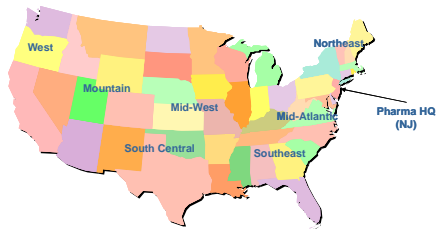
or

False

Audio:

**Additional Notes:** There will be no audio or special effects to allow the learner to focus on the question.

### Geography of a Sales Team



**Audio:** Now let's talk about the geography of a sales team. Headquarters is home to all of the corporate level employees including the executives, national account managers, marketing product managers, and the training department.

Next the United States is divided into regions. This map shows the most common regional delineation. Each region is supervised by a regional manager (RM) or regional director (RD).

**Additional Notes:** Interactive map of the United States divided into sales regions.

### Geography of a Sales Team

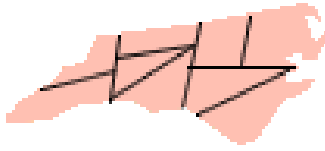


**Region**

**Audio:** Each region is then further divided into districts with each district being supervised by a district manager (DM)

**Additional Notes:** Map of North Carolina fades in to represent a region.

## Geography of a Sales Team

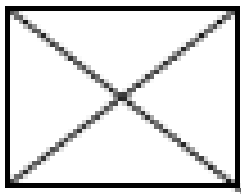


**Territories**

**Audio:** Districts are then divided into 8-12 territories managed by representatives just like you. More densely populated areas may have several reps overlapping in geographic area.

**Additional Notes:** North Carolina map stays on the screen but an outline of the territories appears.

## The Sales Team



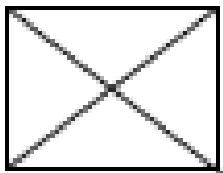
Territory (sales) Representatives

**Audio:** Now let's take a look at how most pharmaceutical sales teams are organized.

The heart of the sales team is the territory representative. These individuals interact with customers on a daily basis. This is where most new reps start out in the business. Territory Representative is the most common title but some pharma companies call these team members Pharmaceutical Representative or Professional Pharmaceutical Representative.

**Additional Notes:** Territory Sales Rep starts off on the screen and then an image of a Territory Sales Rep fades in to occupy most of the screen while the VO explains the role.

## The Sales Team



Territory (sales) Representatives

Specialty, Niche Representatives

**Audio:** Specialty and niche representatives usually start out as territory representatives and are promoted. These representatives are trained to call on niche markets like a thoracic surgeon or pulmonary specialist.

**Additional Notes:** Food chain icon remains on the screen while an image of a surgeon fades onto the screen.

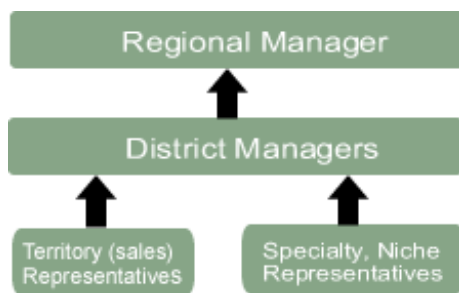
## The Sales Team



**Audio:** The district manager or DM is most often a representative's direct supervisor. They will make sure that you are meeting your monthly sales calls, and meeting your sales goals. They are an excellent resource in that they can provide you with information regarding your technique which will help you hone your skills. They also were representative once upon a time so they know what you are going through on a daily basis.

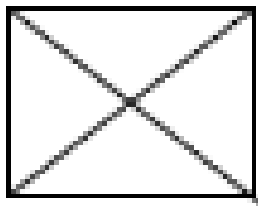
Additional Notes: The district manager icon fades in.

## The Sales Team



**Audio:** A regional manager or RM supervises district managers in a specific region, develops a regional sales strategy, and monitors the sales of each district. This person is in direct contact with the corporate office.

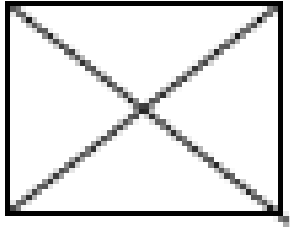
Additional Notes: The RM manager icon fades in.



**Audio:** Now that we have talked about who is on the sales teams, now let's talk about what you need to learn.

Additional Notes: Image of studious business person reading a book with a large number of books stacked next to them

### Product Learning Systems

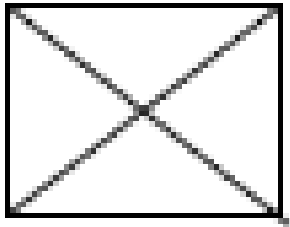


**Audio:** In this job you will have plenty to study. Studying doesn't stop when you complete training either. It will be part of your everyday life to stay up to date on the latest journal articles, managed care organizations, etc. and determine how they relate to your product.

After passing general exams you will receive a learning system for each product you will sell. A learning system usually consists of a number of binders which contain information on a diseases background, anatomy and physiology specific to that disease, signs systems, and diagnostic procedures, current treatment alternatives or competition, product information, and how to sell the product.

**Additional Notes:** The screen will start out with a stack of notebooks to represent the learning system then as each product which is contained within the system is listed an image of that fades onto the screen.

### Product Learning Systems



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A learning system can also include a CD-ROM, DVD, audio and video. The number of product learning systems which you receive will be correlate directly with the number of products you sell (usually between 3 and 5).

**Additional Notes:** The screen will start out with a stack of notebooks to represent the learning system then as each product which is contained within the system is listed an image of that fades onto the screen.

## Module 1 Quiz

Job Title	Responsibilities
	dkhfkdsfkdhs
	dfoikdkshfds
	Dslkfldskf
	lkdfklhdsklfhdskhf

Job Bank:  
DM, RM, TR, Specialty Rep

**Audio:** Now let's take a quick quiz on this first module. Drag the correct job title into the cell which represents the correct responsibilities.

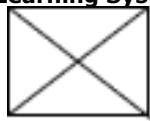
**Additional Notes:** An interactive quiz will be on the screen which asks the learner to match the job title (e.g. district manager) to their job responsibilities.

## Module 1 Recap

- Geography of a Sales Team**



- Product Learning Systems**



**Audio:** To recap, this module has covered the geography of a sales team, along with product learning systems.

Next we are going to look at how to organize your work space, your materials, and your time.

**Additional Notes:** Screen will start off with the Geography of Sales Team content and then the Product Learning system content (picture of notebooks) will fade in.

## Module 2: Getting Organized



The organization of supplied within your home or storage unit, material in your detail bag, car, and marketing tools (product giveaways and selling literature) are vitally important to generating sales and business as well as your overall success.

True

or

False

**Audio:** To get you thinking about the book content once again, let's complete another checkpoint.

**Additional Notes:** Screen will start off with the Geography of Sales Team content and then the Product Learning system content (picture of notebooks) will fade in.

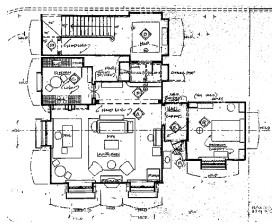
## Module 2: Getting Organized

- Home Office
- Sales Materials
- Product Samples
- Sales Literature
- Giveaways
- Storage
- Detail Bag
- Car

Audio: We've looked at why being organized is the key to success not let's look at how to get organized. There are a number of places and things that you need to get organized to be successful in this job.

Additional Notes: Screen will remain static.

### Getting Organized: Home Office



**Location**

Audio: There are a number of things to keep in mind when organizing your home office. Location is key. You want the location of your home office to be convenient for you to access but also allow you to step away. This job is going to be consume enough of your time. You want to be able to close the door to that office from time to time and focus on other things... like your family. This means that your living room couch or dining room table is out.

When thinking about this space you also are going to need a large desk or table and appropriate comfortable seating.

Additional Notes: Screen will remain static.

### Getting Organized: Motivation



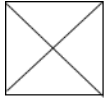
**Motivation**

Audio: It is also a good idea to have motivating quotes or pictures on the wall. We all have bad days and sometimes a picture which reminds us of a fantastic family vacation is all we need to pull ourselves out of a funk.

Additional Notes: Screen will remain static.

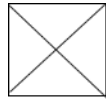


### Getting Organized



**Filing  
System**

**Technology**

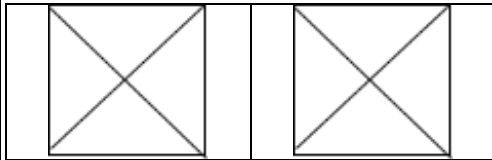


**Audio:** When setting up your office it is a good idea to have a designated space to keep your computer, laptop, printer, fax. That way you can always put your hands on them quickly.

Make sure you utilize a filing system of some kind. A filing cabinet can be used to organize sales literature, clinical studies, and internal correspondence by product label. If something finds itself to your desk and it doesn't have a file, create one right then! If you wait the next time you turn around there will be 10 pages there.

**Additional Notes:** An images of a well organized computer workstation with a computer, fax and printer will fade in initially. Then an image of a filing cabinet will fade in.

### Getting Organized: Sales Materials



**Product Samples**

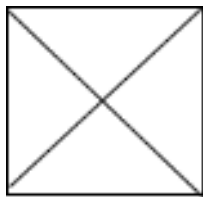
**Sales Literature**

**Audio:** Sales materials are items which were produced to help you convince your customers to prescribe your product. There are essentially two types of sales materials, product samples and sales literature.

**Additional Notes:** Image of a pill bottle or product sample with fade in initially followed by an example of sales literature (possibly a slim jim).

### Getting Organized: Sales Materials

**Quick Tip:**



**Audio:** Don't become a pack rat. Every six months or so purge items you don't use on a regular basis. Also wait to purchase additional reference materials until after your sales training—your company may provide them for you!

**Additional Notes:** Image of a disorganized business person. Perhaps their face shows the frustration they are feeling with papers stacked high and random junk around the office. An icon for the quick tip would be nice as well. I was thinking of the word tip made to look like it was moving.

**Getting Organized:****Product Samples**

- **Important part of selling**
- **Be sure to record sample use**

**Audio:** Product samples are essentially free trials that you give to doctors who in turn had to their patients. Sounds simple right? The thing is that these are still considered prescription drugs so they are highly regulated by the FDA. Doctors must sign to receive the samples and you are held responsible for any missing samples. When organizing your product samples make sure you can see the drug name, dosage, and strength. It's also a good idea to use the first in, first out or FIFO method. When you receive new samples place them behind samples you previously received. This is valuable because product samples often have expiration dates. You want to make sure you are giving customers product samples that are not expired.

Additional Notes: Static graphics

**Getting Organized:****Sales Literature**

- **Visual Aids**
- **Critical Studies**
- **Slim Jims**
- **File Cards**

**Audio:** It's best to have sales literature on hand at all time during your sales call. This means being able to access them at a moments notice. Implement a system so you will know exactly where any of these items are at any time and where you can get more.

Additional Notes: Static graphics

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Additional Notes: Static graphics

### Getting Organized: Giveaways

- **Include pharmaceutical company or drug name**
- **Use all selling tools consistently with their guidelines and policies**

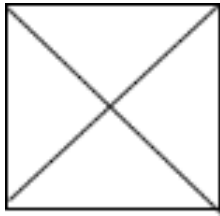
**Audio:** Giveaways, also called premiums or freebies, are basically little reminders that you give to the doctors office to remind them of your drug. Common giveaways include pens, pads of paper, etc.

All giveaways must include the promoted drug, or pharmaceutical companies name in a prominent way.

Limit the number of giveaways that you keep for yourself. This stuff can really fill up your office and its sitting on your desk its not reminding any doctors of your product.

Additional Notes: Static text

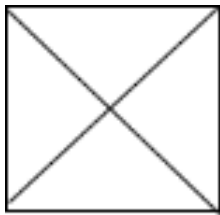
### Getting Organized: Storage



**Audio:** So once you get your sales materials, giveaways, product samples where are you going to store them? Some representatives are lucky enough to have plenty of storage space at their house but many are not. One solution is to rent a storage unit. If you are storing product samples that need to be within a certain temperature range be sure to rent a temperature controlled storage space. You should also check with your manager to see what your reimbursement policies are. If you're lucky they may cover your storage unit.

Additional Notes: Static image of a storage unit from the outside.

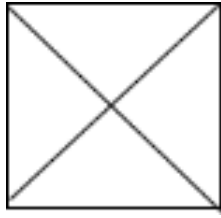
### Getting Organized: Detail Bag



**Audio:** Having an organized detail bag will save you a lot of heartache in this business. Your detail bag is what you will be taking with you to each sales call that you make. Inside you will keep enough samples for 1 or 2 sales calls, clinical studies, slim jims, file cards, plus a good supply of business cards. Your detail bag most likely will be provided to you by your company. If you are not happy with what you are given you are free to buy one for yourself but be sure to get one which is big enough to fit everything inside but not so big you won't be able to lug it around all day.

Additional Notes: Static image of a detail bag or a pharmaceutical representative walking with a detail bag.

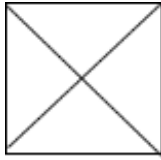
### Getting Organized: Car



**Audio:** As a pharmaceutical sale representative you are going to be spending a lot of time in your car. Your car really is going to be an extension of your office and therefore you need it to be super-organized so you can restock your detail bag at a moment's notice.

**Additional Notes:** Static image of a pharmaceutical representative driving in their car.

### Getting Organized: Car Tips

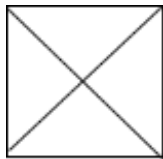


**Audio:** Here are a few tips which will help you in to arrange your car in the most efficient manner possible.

- Cut the tops off of large sample boxes in your trunk to allow for easy access to the individual cartons.
- Use an open box to store current promotional items and samples (check with your DM regarding your companies policies)
- Keep sales literature in a portable hanging file container; organize by product with clearly labeled index tabs

**Additional Notes:** Quick tips icon. While each tip is read a new image showing an example will be shown on the screen. The original image can either be faded out or the new image put on top of the exiting image.

### Getting Organized: Car Tips



**Audio:**

- Have a good utility knife with a safety blade on hand to open boxes. Your going to be in a hurry and that safety blade will save you more than once guaranteed.
- Keep a box of business cards in the trunk
- Keep an extra car key in your wallet or purse
- Buy a safety kit – flares, jumper cables, a flashlight, and blanket just in case
- Keep accurate up-to-date maps covering your territory.

**Additional Notes:** Quick tip icon. While each tip is read a new image showing an example will be shown on the screen. The original image can either be faded out or the new image put on top of the exiting image.

### Getting Organized: Time Management

- **Visit with as many physicians as possible**
- **Complete all other sales activities**
- **Eventually decrease administrative time**

Plan your work and work your plan



Audio: We've talked about how to organize your home, office, your car, and materials, now let talk about how to organize your time. Your goal is to visit and effectively communicate with as many physicians as possible and to complete all other sales supporting activities. Decreasing the amount of time spent on administrative efforts will increase the time and opportunities you have to sell your product.

Additional Notes: Each bullet will fade in.

### Getting Organized: Time Management Tips

- **Make a list of daily administrative items**
- **Manage your communications**
- **Calendaring system**
- **Samples**

Audio: Make a daily list of administrative items you need to address: once your list is completed prioritize the list by importance and deadline.

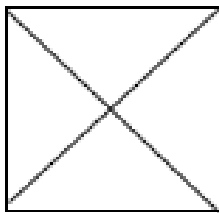
- Manage your communications by setting up a speed dial directory so you can call your DM and key customers easily; check your voice mail 3 times a day, morning, noon, and afternoon or after 5.
- Use a time management or calendar system.
- Plan to have enough samples and literature for at least one or two days in your car, especially if you have a storage unit.

Additional Notes: Quick tips icon. Each bullet will fade in as the corresponding content is being read.



### Module 2 Checkpoint

How does this statement reflect how to be more successful in your job?



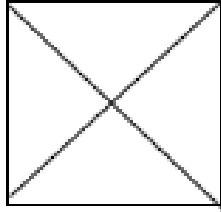
Audio: We're almost done with module 2 and that means it is time for another checkpoint. After reading the directions click the start button to start the video clip. After reviewing the video a new window will appear when you can type your answer.

Additional Notes: After clicking the start button the video clip will start. A male pharmaceutical representative will be seen on screen in a MS with an office in the background and will say "I don't see what all the fuss is about telling us to stay organized. Isn't our job to get out there and talk with doctors?" After the video plays a window will pop up with space for the learner to write out their answer.



### Module 2 Checkpoint

How does this statement reflect how to be more successful in your job?



Audio: Now to question 2.

**Additional Notes:** After clicking the start button the video clip will start. A female pharmaceutical representative will be seen on screen in a MS in her car and will say “I check my voice mail each time I get into the car and after every call with a physician. I am worried that there might be some important message that needs my attention.” After the video plays a window will pop up with space for the learner to write out their answer.

### Module 3: Meet your customers



Audio: As we have discussed, organizing your home office, car, materials, and time is essential for your sales success. Being organized is fundamental to being effective in the field as you meet with your customers. Now lets take a look at those customers whom you will be selling.

**Additional Notes:** Static graphics



### Pre-Work Checkpoint

The primary customer for pharmaceutical representative has been and will continue to be the individuals who:

- A. purchases the drug
- B. prescribes the drug
- C. manages the sale of the drug
- D. influences the sale of the drug

Audio: Let's start off by doing a quick pre-work checkpoint to get you thinking about what you already know.

**Additional Notes:** The learner will read the question and click on the correct answer. If they get the question incorrect they will be told the correct answer.



### Pre-Work Checkpoint

Many people can influence the sale (positively or negatively\_) of the products you represent?

True

or

False

Audio:

Additional Notes: The learner will read the question and click the correct answer below.

### Meet your customers

#### Primary Care Physicians

and

#### Specialists

Audio: Let's take a closer look at your customers. There are two broad categories of physicians you may call on: Primary Care Physicians (PCP) and Specialists

Additional Notes: Static graphics

### Meet your customers

#### Primary Care Physicians

- General and Family Medicine
- Internal Medicine
- Pediatricians

Audio: General and family practitioners or treat patients of all ages for a variety of disorders. Patients usually select GPs or FPs as their personal physician.

IMs are generalists who focus on the diagnosis and treatment of diseases affecting the internal organs. Their main patients are seniors, because of this they are excellent targets for sales calls because older patients often require a higher volume of prescription drugs.

Pediatricians specialize in the treatment of children, from birth to 15 or 18. They are often interested in products with pediatric implications especially antibiotics, vaccines, and nutritional supplements.

Additional Notes: Bulleted text will appear as appropriate.

### **PCPs and Pharmaceutical Selling**

- **PCPs are the first in line for care**
- **See highest number of patients**
- **Prescribe higher number of drugs**
- **Diagnose and treat common diseases that require prescriptions**

**Audio:** As a newly hired pharmaceutical rep you will be calling on PCPs almost exclusively. There are a number of reasons why this is a good thing.

**Additional Notes:** Bulleted text will appear as appropriate.

### **Specialists**

**PCPs often refer patients to specialists when:**

- A chronic disease progresses whereby expert opinion is required
- A chronic disease becomes complicated by another disease
- A patient's diagnosis requires confirmation from a specialist
- Surgery is required

**Audio:** When promoting your product to both PCPs and Specialist you should refer to the marketing literature and your working knowledge of the field to express the benefits of a product during a sales call.

Advanced scientific knowledge may be necessary when speaking to specialists who generally require a more clinical approach.

**Additional Notes:** Bulleted text will appear gradually.

### **Physician Group Practices**



- **Overhead costs have driven many from operating independently**
- **A group practice often has between 2 and 100 sometimes even more.**
- **More physicians to see in one stop (more bang for your buck)**

**Audio:** At group practices it is a good idea to develop good relationships with at least two physicians who you can visit regularly.

Use those visits to make occasional contacts with other physicians

Scheduling group presentations at certain practices may be a good way to reach a number of interested physicians at the same time.

**Additional Notes:** Bulleted text will appear gradually.



### Physicians in Training

- Make friends with residents
- Dozens of residents rotate through hospital
- Young, friendly, eager to learn about products
- More likely to attend education programs
- Chief Resident

**Audio:** Residents are doctors in training. They are often more receptive and easier to talk with than physicians. Treat your residence well. You are building a relationship that will grow and change over time. These residents will soon be physicians and represent your future business. Chief residents are opinion leaders which often have influence over other residents so be sure to seek them out whenever possible. Plant a seed and watch it grow!

**Additional Notes:** Bulleted text will appear gradually.

### Pharmacies



**Audio:** There are many other organizations besides doctor's offices that can affect the sales of your product. Pharmacists are exceptionally busy individuals, and can provide essential information for representatives of any territory. Spend some time with the head pharmacist, and inquire (at appropriate times) to find out about:

- Your company's product movement or trends in sales– this includes the competition
- Health plans (and physician group practices) that are gaining business in your product's therapeutic category.
- Information regarding any problems (patients – administration, compliance, or side effects; pharmacy – delivery, packaging, or product quality)
- Refill rates for chronic medications – this is extremely essential to maintain optimal sales volume.

Provide pharmacists clinical data about your products. They are the last point of contact with patients before their prescription is filled. They also answer a lot of questions about medication from patients.

**Additional Notes:** Image slowly fades in.

### Other Pharmaceutical Customers

- Closed-Provider Pharmacies
- Government hospitals
- Long-term care (LTC) and sub-acute care facilities
- Home healthcare agencies
- Prisons and jails

**Audio: Closed Provider Pharmacy** - pharmacies that distribute medication(s) to nursing homes and other chronic-care facilities and represent and additional avenue for business. Be sure to identify the unique needs of the populations within your territory and follow protocol regarding sales representative access and the promotion of pharmaceuticals. Your company will provide you with the necessary resources and training for selling to these submarkets.

Additional Notes: Bullets fade in slowly

### Non-Physician Practitioners

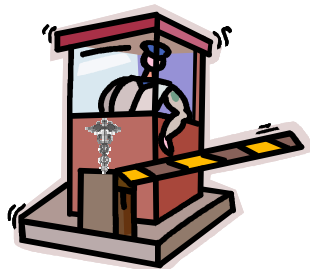
Nurse Practitioners (NPs) & Physicians Assistants (PAs)



Audio: Doctor's are not the only ones in a doctor's office who can prescribe medication. Both nurse practitioners and physicians assistants also have this capability. These practitioners see a lot of patients and often know which medications their patients like and which ones they don't. They also often have influence over the doctors so make sure you make contact with them on any sales calls.

Additional Notes: Image fades in slowly.

### Office Staff: The Gatekeepers



Audio: Last but not least are the first people you will probably see at a doctor's office: the office staff. Office staff refers to receptionists, nurses, and office managers. You want to stay on good terms with these folks because they are the ones who control your access to the doctors and other practitioners.

Although these individuals cannot prescribe your product, they are one of your greatest assets to secure, maintain, or increase business at the office.

Many nurses advise patients about the administration of medication and are often familiar with patient histories. They also take the calls from patients when a prescription is not working.

Additional Notes: Image fades in slowly.



### Pre-Work Checkpoint

MCO Stands for:

- A. Maintenance Care Organization
- B. Managed Care Organization
- C. Medical Care Organization

Audio: Now we are going to transition from your customers to the Managed Care workplace. Answer the following questions to refresh your memory on managed care. Click on the letter to select your answer.

**Additional Notes:** After clicking on the letter, the correct answer will be displayed and the page will advance.



### Pre-Work Checkpoint

HMO Stands for:

- A. Health Maintenance Organization
- B. Healthcare Management Organization
- C. Healthcare Maintenance Organization

Audio:

**Additional Notes:** After clicking on the letter, the correct answer will be displayed and the page will advance.



### Pre-Work Checkpoint

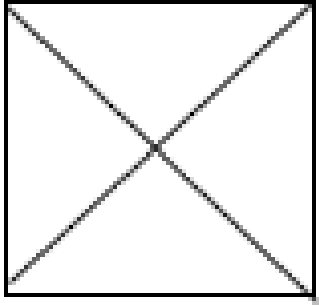
Which answer below represents how your sales will be impacted by understanding HMOs and MCOs?

- A. Both issues can affect prescription drug business in your territory.
- B. Changes related to both affect patient care
- C. Job performance evaluations will include assessment of your knowledge in these situations.

Audio:

**Additional Notes:** After clicking on the letter, the correct answer will be displayed and the page will advance.

### The Managed Care Marketplace



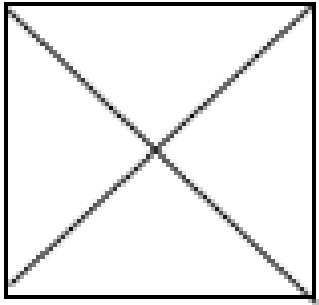
Audio: Managed care was created to solve the problems associated with escalating healthcare costs.

Managed care is a method for organizing healthcare providers, including physicians, hospitals, and pharmacies) in an attempt to control costs and manage quality of care.

Generally care is “managed” through a structured organization such as a health maintenance organization (HMO), preferred provider organization (PPO), or integrated healthcare system.

**Additional Notes:** Graphic showing cycle of managed care. Would have an image of a doctor, a pharmacy, and a patient in an inter-related web.

### Managed Care vs. Traditional Indemnity Insurance



Audio: In managed care, patients pay premiums usually through their employers to cover the cost of the care.

Providers get paid by submitting claims to insurers after services are rendered.

Providers are paid before providing any services; in doing so, MCOs force providers to assume financial risks for services provided

For example:

If a certain physician group contracts with an MCO to provide services for a specific number of members for a designated per member, per month price aka PMPM, the MCO pays the group regardless of the extent to which the members require care— no matter how often each patient is seen per month or the services provided (even if they require no care at all); the physician will not be reimbursed for the visits that were over the pmpm fee

**Additional Notes:** Graphic showing cycle of managed care becomes animated as each step is read demonstrating the process.

## Role of Pharmaceuticals in Managed Care



Audio: So how does all this affect you, you may ask yourself. Prescription drugs help MCOs achieve their goals by:

- Accelerating the recovery of patients with short-term illnesses
- Simplifying management of chronically ill patients and
- Providing lower cost alternatives to other treatment methods like surgery.

Because managed care focuses heavily on cost controls, providers must try to provide cost-effective pharmaceutical care. As a sales representative you must therefore be acutely aware of the cost of your products .

Additional Notes: Graphics are static.

## What is a co-payments

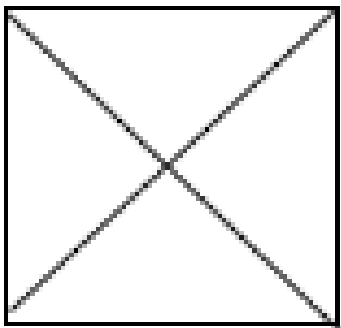
- Fixed fee which help defer the cost of prescriptions to the consumer
- Discourages unnecessary drug use or overdose
- Tiered co-payments promote the use of less expensive products

## Audio:

Co-payments are traditionally used to help contain costs. The patient is responsible for this portion of the prescription. They will change depending on the plan and the prescription. For example, on a three tier plan, the cost for the patient for a generic may be \$10, \$20 for a preferred brand and \$30 for a non-preferred brand. Where a drug falls on the formulary may impact what a patient will pay.

Additional Notes: Bullets fade in.

## Formulary



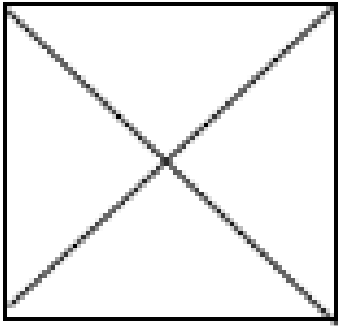
Audio: A formulary is simply a list of plan-approved drugs designed to encourage physicians to prescribe the most cost-effective medications and helps reduce the cost of prescription drugs.

In an open formulary lower priced drugs are included, and higher co-payments are required for drugs no on the formulary.

In a closed formulary doctors must prescribe off the list exclusively. Drugs not found on the formulary might as well not exist.

Additional Notes: Image of a formulary list fades in.

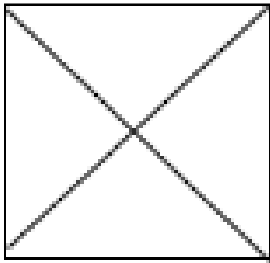
**How are drugs approved for a formulary?**



**Audio:** For a drug to be approved on a formulary it must first be submitted by the pharmaceutical company. Next the drug is considered by the HMO's Pharmacy and Therapeutics Committee. A decision is then reached based on a product's therapeutic appropriateness, uniqueness, clinical trial data, and cost. Individuals on the pharmaceutical sales team then may need to provide information to the plan's pharmacy department and selected physicians.

**Additional Notes:** Animated image showing the process which must occur for a drug to be approved on a formulary.

**Quick Tip**



**Audio:**

Check if your product is on a formulary before promoting it to a physician who is closely linked with a particular MCO – if not, this could result in hard work and can potentially limit your success. You may find that if a product is not on formulary, and you have provided sound clinical data that the physician agrees with, they will prescribe the product using prior authorizations. This could also lead to getting your product covered on the formulary as well.

**Additional Notes:** Quick tip icon in the top left of the screen. Centerpiece image consists of a pharmaceutical sales representative checking a formulary list.

## Drug Utilization Review

**A Drug Utilization Review (DUR) helps control costs by**

- **reducing inappropriate drug use**
- **forcing physicians to conform to the plan**

## Audio:

A drug utilization review is how MCOs monitor prescribing patterns.

- Computer reporting is used to obtain, monitor, and make decisions based upon averages of prescriptions made per month (total, by specialty, by individual physician) and the average cost per prescription
- Analysts then compare use and cost among individual physicians, groups, or specialties
- Administrators can use the data to evaluate pharmacy costs and to spot opportunities for savings.
- A drug utilization review track those diseases for which physicians most often prescribe non-formulary drugs and identify those diseases for which physician prescribing patterns are inconsistent.

Additional Notes: Bullets fade in

## What is a PBM?

A Pharmacy Benefit Manager is responsible for:

- claims processing
- formulary management
- drug utilization review
- data processing, management, and reporting
- physician prescribing profiles
- physician education

**Audio:** The job of a Pharmacy Benefit Manager or PBM is to serve as a link between pharmaceutical manufacturers and retail pharmacies. For the pharmaceutical manufacturers they negotiate volume-discount contracts, manage rebate programs, and provide utilization and market-share data. For retail pharmacies they adjudicate claims, provide on-line clinical information and reimburse retailers.

It is the responsibility of key members of the sales team to keep you informed regarding PBM contracts that affect local selling territories.

Additional Notes: Diagram or table which shows the responsibilities of the PBM.

### Your role in managed care

- NAMs negotiate national contracts with MCOs or PBMs
- Senior sales representatives may play a part depending on the company
- Allow for purchase of prescription drugs at discounts (or receive rebates) in return for formulary approval
- Contracts do not guarantee success!

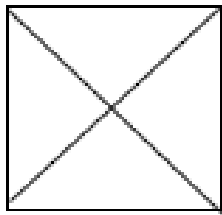
Audio: To “pull through” or generate demand of a contracted formulary product a sales representative must be acutely aware of a product’s formulary position, its relative cost, physician financial incentives, disease management programs and clinical practice guidelines

Additional Notes: Bullets slowly fade in.



### Module 3 Checkpoint

How does this statement reflect how to be more successful in your job?



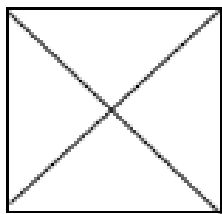
Audio: We’re almost done with module 3 and that means it is time for another checkpoint. After reading the directions click the start button to start the video clip. After reviewing the video a new window will appear when you can type you answer.

Additional Notes: After clicking the start button the video clip will start. A male pharmaceutical representative will say: “If you can’t talk with a physician you might as well go home. No one else in a medical office or hospital can help you sell your product.” After the video clip plays a window will pop up with a space for the learner to write out their answer.



### Module 3 Checkpoint

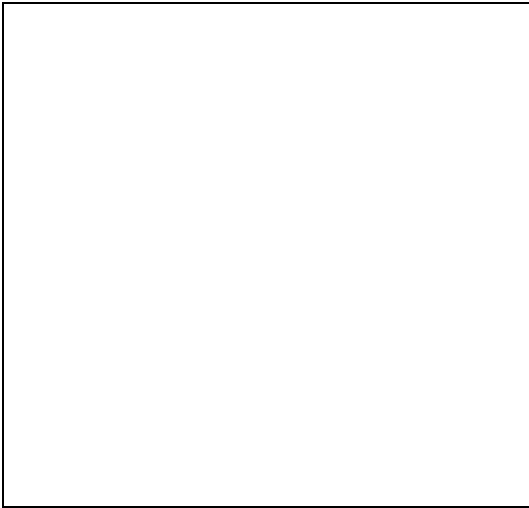
How does this statement reflect how to be more successful in your job?



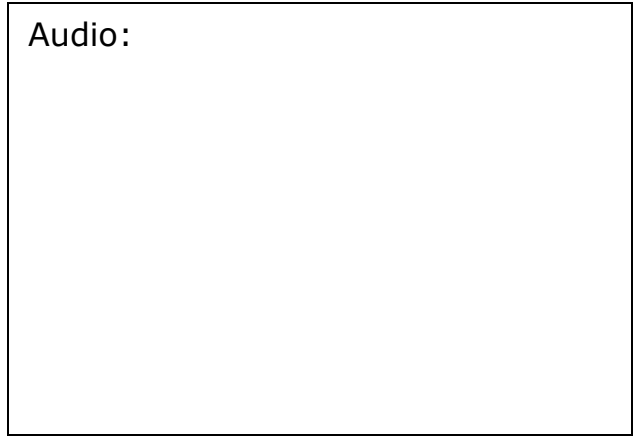
Audio:

Additional Notes: After clicking the start button the video clip will start. A female pharmaceutical representative will say: “My product is not covered on one of the formularies that this physicians accepts and about 25% of his patients have. It is just not worth me calling on him.” After the video clip plays a window will pop up with a space for the learner to write out their answer.





Audio:



Additional Notes:

A long, empty rectangular box with a thin black border, spanning the width of the page below the 'Additional Notes:' label, intended for additional notes.



