



Health Services Academy Islamabad Course Outline

“Professional Medical Representative”



Course Fee:

- For Pakistani Students PKR 15,000/-
- For Foreign Students US \$ 125/-

Health Services Academy. Park Road ,Chakshahzad , Islamabad

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“Professional Medical Representative”

Course Description

Professional Medical Representative course is designed specifically keeping in view the current requirements of today's more competitive Pharmaceutical industry needs and available resources. The medical Representative is the key to success in Pharmaceutical Selling and there are few learning and development opportunities in the Pharmaceutical Sector. Health Services Academy Islamabad is a degree awarding Institute under ministry of Health Pakistan has taken this responsibility to uplift the competency of Pharmaceutical Sector. This online course mainly covers basic Medical Knowledge required and essential skills like selling skills and interpersonal skills in details needed to a Professional Medical Representative job.

Course Objective

Course objective is to focus on basic medical knowledge required and pharma selling skill training for pharma sales representatives. This course covers daily job role and responsibilities of medical representative. Orientation to job related practical aspects of the pharma sales representative (Medical Representative) is covered in this course

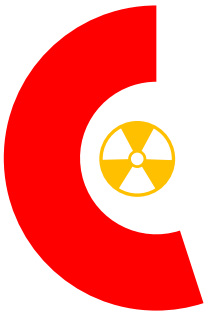
"Professional Medical Representative"

Knowledge Outcomes



- Basic Anatomy & Physiology
- Medicines and its types
- Diseases System wise
- Bacteriology
- Antibiotics
- Multivitamins
- Selling Skills

Abilities Outcomes



- Understand Pharma selling
- Customer's Need identification
- Detailing and convincing
- Objection handling
- Activities execution
- Prescription and order generation.

Skills Outcomes



- Selling skills
- Interpersonal skills
- Communication skills
- Group presentation skills



Teaching and Learning Methodology

This course will build on presentations, discussion & assignments. This course rests on several components – self-study, case discussions, interaction, as well as implementing Strategies to practice and application in the subject area:

- Self-Study:
- Student-Instructor Interaction in the class.
- Discussion of selected questions, finding of examples, answering of questions etc.
- Group Discussions.
- Preparation of short assignments.
- Final report/project and discussion on a selected topic.



Contents

Human Anatomy and Physiology.

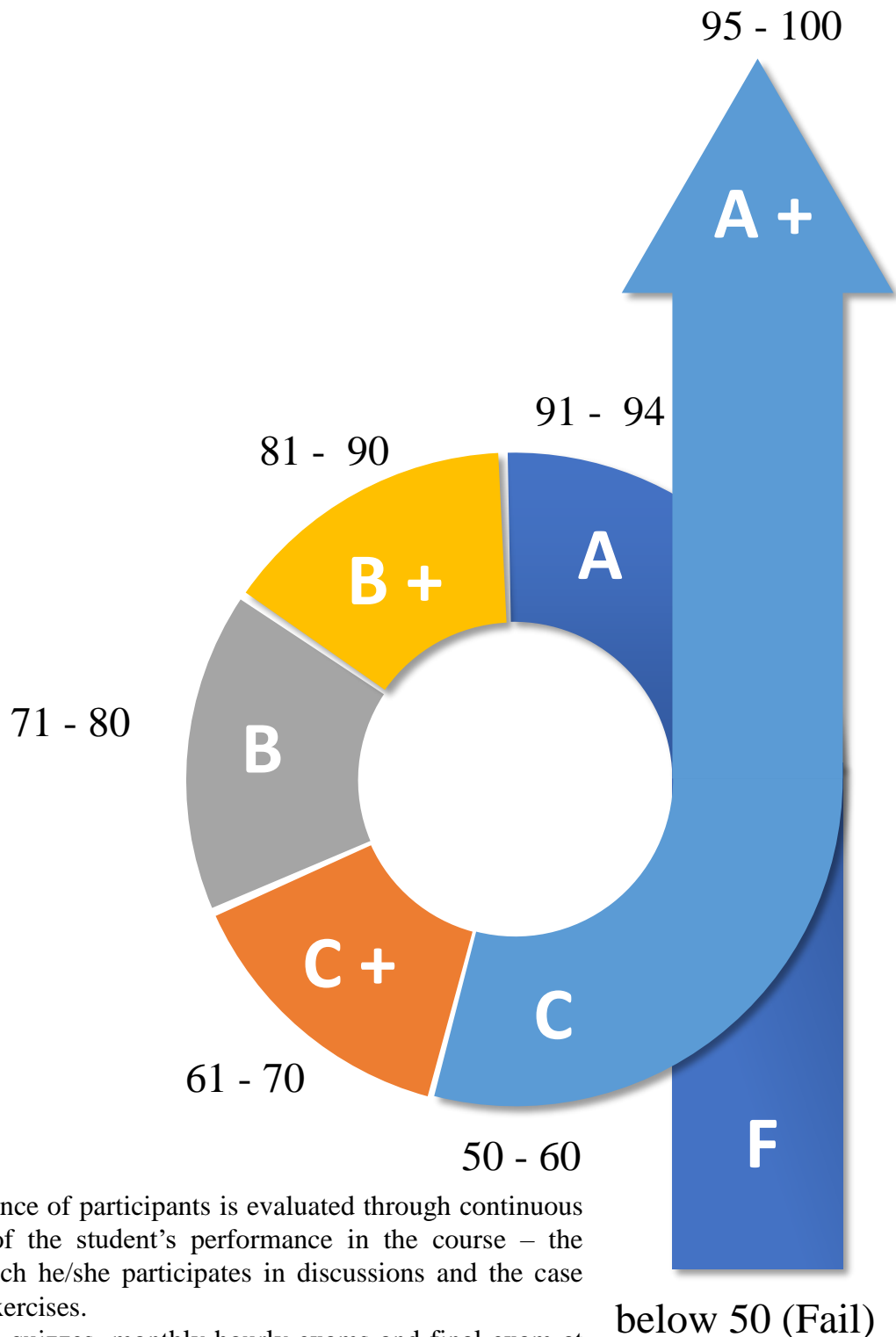
- 01 Cell, Tissues, Organs, Digestive System, Reparatory System, Circulatory System, Cardiovascular system, Endocrine system, Musculoskeletal system, nervous System, Reproductive system, Immune system.
- 02 **Blood**
Blood parts functions and diseases
- 03 **Pharmacology**
Pharmacokinetic, Pharmacodynamics
- 04 **Diseases**
Body systems wise diseases
- 05 **Bacteriology**
Bacteria types and classification
- 06 **Antibiotics**
Types of antibiotics and their mode of action



Contents

- 07 Pharma Selling**
Process, Pharma market, prerequisite in pharma. (local & international market and trends. (medical practice culture in Sri Lanka) for Sri Lankan Students.
- 08 Selling basics**
Questioning techniques, Feature and benefits, Objective setting, buying motives
- 09 Sales call steps.**
Prospecting, pre call preparation, approach/opening, presentation detailing, closing, post call analysis
- 10 Funnel**
Objection handling, Buying signals, Hospital working.
- 11 Working system**
Territory, tour program, expense sheet, mathematical formulas
- 12 How to become medical representative.**
Basic requirements to become a medical representative, interview preparation, Job description of action

EVALUATION AND GRADING



The performance of participants is evaluated through continuous observation of the student's performance in the course – the extent to which he/she participates in discussions and the case studies and exercises.

There will be quizzes, monthly hourly exams and final exam at the end of the program. The total marks for passing the course will be 50 out of a total of 100 marks.

Participants, who do not meet attendance or any other eligibility criteria, will not be allowed to appear in the final examination.