



## **Beacon Series™ on Pharmaceutical and Biotech Sales E-Course Descriptions, Learning Objectives, and Outlines**

### ***Business Acumen Suite***

#### **Follow the Dollar: An Introduction to Pharmaceutical and Biotech Finances**

The evolving sales role requires a purposeful understanding of the marketplace, customer business models, strategic decision making, and foundational finances that impact business. This course outlines financial relationships between major stakeholders in today's pharmaceutical and biotech marketplace, including manufacturers, wholesalers, and payers and their related entities. It explains company cash flows and develops an understanding of how it "all fits together."

#### **Learning Objectives**

*After completing this course, participants will be able to:*

- Understand product and dollar flow between pharmaceutical and biotech manufacturers and other entities involved in the distribution, administration, or reimbursement of their products
- Understand key terminology used to describe transactions between pharmaceutical and biotech manufacturers and these entities
- At a high level, describe how different transactions (for example, discounts, rebates, royalties) affect financial performance

#### **Follow the Dollar: Sales Force Impact on Profit and Loss**

The actions of sales representatives impact both company and product profitability. This course provides an overview of key financial concepts for pharmaceutical sales reps. It explains how pharmaceutical and biotech company decisions in the marketplace ultimately affect corporate and product P&L statements. It also highlights all major components of the P&L statement (e.g., revenue, rebates, and operating expenses) and explains how sales professionals can best impact profits.

#### **Learning Objectives**

*After completing this course, participants will be able to:*

- Understand the concepts of profit and loss and the components of a P&L statement
- Describe how different transactions (e.g., discounts, rebates, royalties) affect financial performance
- Describe how investments and operating costs affect financial performance
- Articulate the relationships among sales force activities, revenue creation, and profitability



## Practical Frameworks for Analysis and Planning

Business planning is the process by which sales leaders allocate resources—such as personnel, budget dollars, and samples—to achieve some response in the marketplace that helps them achieve business goals. While there are many different methods of business planning, the most effective frameworks boil down to three key steps: analysis, planning, and implementation.

This course provides a framework for a business planning process that includes those steps, along with key activities and questions for each of them. It emphasizes the importance of conducting a thorough analysis, communicating the plan to all stakeholders involved, and continuously evaluating business plan success throughout the implementation phase. Key topics covered include types of data to use for analyzing various aspects of the market, conducting a connectivity analysis of participants in the local market, identifying and prioritizing key business issues, and using the SMART framework to develop objectives and tactics.

## Learning Objectives

*After completing this course, participants will be able to:*

- Articulate the purpose and benefits of business planning for sales professionals
- Explain the underlying concepts of sound business planning
- Describe the objectives and outcomes of the three key phases of business planning—Analyze, Plan, and Implement
- And understand how to apply concepts and frameworks discussed in this module to their own business planning activities

## Total Office Call Suite

### Total Office Call – Primary Care

In today's selling environment, sales professionals are not just selling to the physician in a primary care office. Many other office stakeholders influence sales rep access to the office and treatment decisions. For this reason, sales reps need to know each key role, what their motivations are, and how reps can promote their product in light of these things.

This course identifies the various players in a primary care physician practice, explores their concerns and barriers to product access, and describes how pharmaceutical and biotech companies can provide support for their concerns. It covers the roles of office staff (receptionists, billing managers, and office managers), nursing staff, treatment decision makers (physicians, nurse practitioners, and physician assistants), and support staff.

*After completing this course, participants will be able to:*

- Describe the various primary care practice stakeholders (who they are and what they do)
- Explain the unique concerns of each type of stakeholder
- And discuss potential responses to those concerns



## **Total Office Call – Primary Care**

Today's specialty practice selling environment is harder to navigate than ever. Sales professionals need to understand the roles of multiple office stakeholders—not just the physician—and how they affect treatment decisions. Issues such as ease of product administration and reimbursement are top-of-mind for specialty practices, and it is important for reps to understand how they can promote their product in light of these issues.

This course identifies the various players in a specialty physician practice, explores their concerns and barriers to product access, and describes how pharmaceutical and biotech companies can provide support for their concerns. It covers the roles of office staff (billing/reimbursement managers and office managers), nursing staff, treatment decision makers (physicians, nurse practitioners, and physician assistants), in-office pharmacists, patient advocates, and laboratory technicians and pathologists.

*After completing this course, participants will be able to:*

- Describe the various specialty practice stakeholders (that is, who they are and what they do)
- Explain the unique concerns of each type of stakeholder
- Discuss potential responses to those concerns

## **Introductory Suite**

### **A Sales Representative's Introduction to Managed Markets**

Now more than ever managed markets access has a significant impact on the success of a product. Sales representatives not only need to know what the formulary status is of the products in their “bag”, they also need an understanding of the key players and processes that impact that status.

This course gives sales representatives a high-level overview of the Managed Markets function at a typical pharmaceutical or biotech company and how the group works to improve access for a company's products. It explores the various managed markets customer groups, as well as the key strategic decisions made by the Managed Markets function. The course illustrates how managed markets access impacts prescriber decisions. In addition, it gives a useful overview of the P&T committee and the factors that important group evaluates when making formulary decisions.

*After completing this course, participants will be able to:*

- Explain role of the Managed Markets function within a pharmaceutical or biotechnology company
- Understand discrete managed markets customer segments
- Discuss the importance of private managed care in driving drug selection
- Outline key decisions prescribers make in drug selection related to managed care
- Describe key components of a managed markets strategy
- Understand the difference in roles between Managed Markets Sales and Managed Markets Marketing
- Discuss decisions Managed Markets Marketing makes when developing a strategy
- Explain the role of the P&T Committee and what it considers when making formulary decisions
- Outline internal stakeholders that Managed Markets works with to develop and execute their strategy and tactics



## **A Sales Representative's Introduction to Marketing**

Sales professionals are the visible representatives of a brand to prescribers, but the Marketing team has a great deal of impact on the messages reps deliver about that brand. For that reason, it is important that sales representatives learn what the Marketing group does and how they determine the core messages of a brand and how they will be disseminated.

This course provides sales representatives a high-level overview of the Marketing group at a typical pharmaceutical or biotech company. It gives them a better understanding of the role of Marketing in ensuring a product's success from discovery and development through patent expiration. The course explores the topics of customer and patient segmentation, key opinion leaders, promotional and non-promotional strategies, and end-of-life-cycle management.

*After completing this course, participants will be able to:*

- Discuss the mission of the Marketing function within a pharmaceutical or biotechnology company
- Explain the role played by Marketing in each stage of the product life cycle
- Outline questions marketers ask when segmenting customers and patients
- Describe why key opinion leaders are important
- Overview the key elements of a promotional strategy
- Discuss the difference between non-promotional and promotional strategies
- Understand the groups involved in developing and executing commercialization plans
- Relay how the Marketing team monitors a product's performance after launch
- Outline options for extending the profitable life of a product after its patent expires

## **A Sales Representative's Introduction to Drug Discovery and Development**

Sales representatives are tasked with promoting their product to physicians and other office stakeholders, but many of them don't know how difficult it was for that product to make it to market. This course gives a high-level overview of what a pharmaceutical product goes through from early discovery through development to give sales reps a better understanding of the time, effort, and money involved in bringing a drug to market. It discusses the pre-clinical and clinical trial phases, as well as post-marketing studies. In addition, it outlines the important milestones that must be met along the way for a drug to earn FDA approval so it can be launched.

*After completing this course, the participant will be able to:*

- Explain the importance and purpose of drug discovery
- Discuss the main stages of discovery
- Convey the importance of obtaining patents on work developed during discovery
- Outline the success rate, typical duration, and expenses associated with drug development
- Describe the drug development phases, including preclinical testing, clinical testing, and post-marketing studies, as well as the activities that go on during those phases
- Understand key milestones between discovering a new biologic or molecular entity and launching a drug