



PHARMACEUTICAL
INSTITUTE

KNOWLEDGE FOR ACTION®

Hospital Selling – Gaining Formulary Access and Creating Demand e-Course Overview:

This two-module e-course explores the hospital environment from the perspective of the pharmaceutical sales representative, offering an examination of the ways pharmaceutical sales representatives strive to position their products and drive product demand within hospitals.

The first module, *Gaining Formulary Access*, focuses on the importance of attaining a position on hospital formularies and the process by which formulary status is attained, including the roles of account managers and sales representatives in generating support among key hospital stakeholders.

The second module, *Creating Demand*, focuses on the impact of current hospital payment mechanisms on therapeutic choice and the varied techniques hospitals use to manage drug utilization. It also describes the difficult environment that sales representatives now confront when trying to encourage product use, given increasing constraints on interactions with hospital stakeholders.

After completing module I (*Gaining Formulary Access*), participants should be able to:

- Outline key steps in obtaining formulary status
- Identify key hospital stakeholders in the formulary decision-making process
- Differentiate the roles of account managers and sales representatives in driving product demand
- Describe core elements of an effective product value proposition

After completing module II (*Creating Demand*), participants should be able to:

- Provide an overview of the impact various payment mechanisms have on hospitals
- Enumerate key utilization management techniques employed by hospitals
- Describe common sales representative activities within the hospital
- Describe the increasing number of restrictions on sales representative interactions with hospital stakeholders

For more information, please visit us online at www.pharmainstitute.com or call us at (919) 844-5650.