



PHARMACEUTICAL  
INSTITUTE

KNOWLEDGE FOR ACTION®

---

**Total Office Call – Specialty e-Course Overview:**

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 should 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
- And discuss potential responses to those concerns

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