



PHARMACEUTICAL
INSTITUTE

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Total Office Call – Primary Care e-Course Overview:

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 should be able to:

- Describe the various primary care 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 or call us at (919) 844-5650.