

## Hospital Marketplace e-Course Overview

This three-module e-course explores the hospital environment from the perspective of the pharmaceutical manufacturer, offering both an introduction to the hospital marketplace and an examination of the ways in which pharmaceutical manufacturers strive to position their products and drive product demand within hospitals.

- The first module, *Hospitals and Group Purchasing Organizations*, provides a detailed “close-up” of hospitals as institutions, exploring their organizational structure, the roles of employee and non-employee medical personnel, and the various ways in which hospitals are categorized. This module also explains the concept of the group purchasing organization (GPO) and the pivotal role that GPOs play in product selection among member hospitals.
- The second module, *Formulary Access*, focuses on the importance of attaining a position on the hospital formulary 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 third module, *Demand Creation*, focuses on the impact of current hospital payment mechanisms on therapeutic choice and the varied techniques that 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.

### Learning Objectives for Module 1 (*Hospitals and Group Purchasing Organizations*):

- Differentiate among hospital types
- Contrast inpatient and outpatient (ambulatory) care
- Describe the basic organizational structure of a hospital
- Differentiate among the roles played by various types of physicians
- Explain the function and importance of group purchasing organizations

### Learning Objectives for Module 2 (*Formulary Access*):

- 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

### Learning Objectives for Module 3 (*Demand Creation*):

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

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