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Course: Communication for Enhanced Market Access (C.E.M.A.) **Also available in Spanish**

This course is designed for Marketing and sales professionals working in commercial healthcare organizations who have to deal on a daily basis with a range of different healthcare professionals such as those with responsibility for:

- The local Healthcare Area.
 - The Regional Healthcare Policy.
 - The Hospital Pharmacy.
 - The Senior Management of Hospitals.
 - Chiefs of Specialized Services.
 - Purchasing.
 - Hospital Administration.
 - Ministry of Health Liaison
- and similar positions with decision-making powers.

The techniques and skills taught are transferable and equally effective & applicable in Spanish or any other language.

In today's increasingly competitive global market, in order to achieve **Enhanced Market Access** every successful organization should have not only a broad and deep knowledge of the products which they commercialize whether it be primary care or speciality products, diagnostics or medical devices but also a thorough understanding of the complex healthcare system within which they operate.

Once the organization is aware of the client's Needs, Wants and Lacks, it needs to be able to communicate elegantly, clearly and effectively with them to show how these key elements are met by the products commercialized by the company.

One key point that is often overlooked is that all of the organization's communication is designed, and should be targeted, to reach different types of people: be it Clinician, Technicians, Healthcare Agencies staff, Regulators, or anyone involved in the approval or purchase of the product.

Global Objectives:

- Present in a practical manner the techniques and tools of N.L.P.
- Their application in the communication of complex products or projects.

The emphasis of the course is on the different ways to ensure a fast, initial & on-going rapport with the "client" through the rapid and structured investigation of the communication systems of the other person / people involved to enable the utilization of the most appropriate techniques to guarantee a effective & elegant communication which will produce the support and loyalty necessary for Enhanced Market Access.

Student-centred Objectives:

At the end of the course the attendees will be able to:

1. Prepare for, and lead, a meeting about the organization's products or projects in a professional and efficient manner based on the information obtained from the client through the identification



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of their preferred representation system.

2. Understand each type of interlocutor and the identify the best way to adapt the communication and treatment appropriately to ensure that the objectives are achieved.
3. Use a series of verbal and non-verbal techniques designed to obtain information discretely from the client and be able to explain the psychological reasons for their use.
4. Communicate effectively with anyone in any situation and obtain an excellent level of interpersonal rapport.
5. Stand out from other people / organizations or competitors by virtue of their manner to communicate on the basis of the Needs, Wants and Lacks of the client and the rapport obtained on an interpersonal level.

Duration: 27 hours.

Timetable: Flexible