

Core Competencies, Capabilities, and Credibility.

Participants in **4C® (Core Competencies, Capabilities, and Credibility) Certificate Program** will earn a *Pharmaceutical Representative Certificate of Professional Competency* — a distinguished award that demonstrates individual and corporate commitment to improved patient care.

Designed for the busy professional, each module takes 20 - 30 minutes to complete and the entire program can be completed in less than 20 hours.

The Pharmaceutical Industry

- Classification of Biopharmaceutical Products
- Follow the Dollar: from Manufacturer to Patient
- Challenges Facing the Biopharmaceutical Industry

Fundamentals of Managed Healthcare

- Cost-Containment Strategies in Managed Healthcare
- Hospital and Managed Care Formularies
- Major Healthcare Payers and Managed Care Payment
- How Trends and Forces in Managed Care are Impacting the Pharmaceutical Industry

Ethics and Compliance

- Regulatory and Ethical Compliance in the Life Science Industry
- Key US Regulatory Bodies and Groups associated with Ethics and Compliance
- Late 20th and 21st Century US Legislation
- Ethics in Interactions with Healthcare Professionals
- Impact of the HIPAA Privacy Rule

Interacting with Today's Customer

- Overview of Key Providers
- Strategic Business Planning in a Changing Healthcare Market
- Customer Focus and its Role in Business Strategy
- Elements of Good Communication
- Skills for Navigating the Healthcare Industry in the 21st Century

The Value of Pharmaceuticals

- Advances and Innovations in Medications
- Overview of Pharmaceutical Drug Patents
- Generic Competition and Over-the-Counter Drugs
- The Role of Pharmaceutical Companies in Determining Price and Value

Evidence-Based Medicine

- Effective Evidence-Based Medicine Oriented Sales Calls
- Opportunities Behind the Clinicians Evidence-Based Medicine Challenge
- The Drug Development Process
- The Anatomy of a Clinical Reprint

Pharmacology

- Basic Principles of Drug Actions
- Basic Principles of Drug Interactions
- Pharmacokinetics
- Drug Response and Adverse Drug Reactions

Human Body and Science

- An Introduction to the Language of Medicine
- Systems of the Body
- Basic Body Chemistry
- Cell Transport Mechanisms and Cell Regulation
- Cellular Anatomy
- Body Tissues
- Body Defenses

