

Looking for your next opportunity from within the pharmaceutical industry?

Sales professionals with little experience in life sciences will need a better understanding of the customer environment, the regulatory setting, and a sense of how this changing marketplace is impacting all of healthcare, its providers and its decision-makers. This understanding is vital as you speak with hiring managers throughout the industry.

Based on decades of work with successful sales representatives, account managers, account directors, training leaders, and human resources leaders, CMR Institute provides a **certificate of elearning** that will help you mix your sales experience with a better understanding of the industry to make your best, first impression.

To get started:

1. [Click here](#) to create a profile on our learning management system.
2. Once your profile is created, you will be given access to the catalog where you can purchase this certificate program for \$299 for unlimited access to the eModules for one year.
3. When the certificate program is completed, you may download your certificate.
4. [Click here](#) to contact a student advisor if you have additional questions.

This eLearning Certificate Program provides 10 self-paced online courses - about 6 hours of eLearning - of relevant, up-to-date and engaging learning for those who wish to build their fundamental knowledge of the industry.

- Follow the Dollar: from Manufacturer to Patient
- Challenges Facing the Biopharmaceutical Industry
- Major Healthcare Payers and Managed Care Payment
- Ethics in Interactions with Healthcare Professionals
- Impact of the HIPAA Privacy Rule
- Elements of Good Communication
- Skills for Navigating the Healthcare Industry in the 21st Century
- The Drug Development Process
- An Introduction to the Language of Medicine

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Build upon your sales experience with these important resources. Begin your journey today.

eLearning Module	Overview
An Introduction to the Language of Medicine	If you have limited medical background, the language of medicine can be intimidating and bewildering. This module introduces you to some of the cornerstones of clinical vocabulary and medical terminology. It acquaints you with reference points clinicians use commonly to describe locations or pinpoint structures and processes within the human body. It also helps you understand how medical terms are derived and constructed, which can help you deduce the meaning of many unfamiliar terms.
Challenges Facing the Biopharmaceutical Industry	This module discusses products, programs, and technologies that are in place to address the challenges presented by managed care attempts to address healthcare costs, globalization, and the growing problem of counterfeit biopharmaceuticals. These areas have all been targeted as significant and growing challenges to the biopharmaceutical industry today.
Elements of Good Communication	This module describes elements of good communication, including: synergy and the win/win approach, rapport: listening and understanding, being understood, timing and directness, emotional intelligence, and nonverbal communication. This module concludes with a discussion of handling criticism and conflict.
Ethics in Interactions with Healthcare Professionals	This module focuses on these issues, including a discussion of promotional gifts and educational support. It also discusses industry guidelines for interactions between life science sales representatives and healthcare professionals, which aim to prevent abuse of promotional practices.
Follow the Dollar—from Manufacturer to Patient	This module presents a high-level view of the distribution and payment of pharmaceutical products. It traces products through the supply chain and examines the role of various stakeholders, including suppliers (pharmaceutical companies, wholesalers, and pharmacies), payers (government and health plans), and consumers (patients). Along the way, you will gain an appreciation for the complex relationship between drug spending and those who pay the bills.
Impact of the HIPAA Privacy Rule	This module focuses on the Privacy Rule, which was added to the Health Insurance Portability and Accountability Act (HIPAA) of 1996. It discusses the effect HIPAA has on physician practices, including the impact it has on the technologic programs that disseminate patient information.
Major Healthcare Payers and Managed Care Payment	"This module provides an overview of the major payers and payment arrangements. As payers continue to try and contain healthcare costs, they are shifting from traditional indemnity or fee-for-service payment arrangements with providers to various risk-based arrangements, including capitation, bundled payment, and shared savings. Many of these arrangements which are sometimes called value-based payment also incentivize providers to improve clinical quality and the patient experience.
Skills for Navigating the Healthcare Industry in the 21st Century	This module discusses some of the skills that healthcare sales professionals will require to grow and succeed in their territories and within their organizations. These skills include awareness of industry trends, an emphasis on customer service, effective partnering skills, negotiating skills, the ability to work as part of a team, knowledge of financial issues and strategic business planning, and technology skills.
Systems of the Body	This module provides a general orientation to the systems of the body and their associated organs. For instruction, they are grouped according to the following general areas of function: framework and movement, transportation and immunity, control and communication, digestion and waste elimination, and reproduction of the species. Bear in mind that, while we consider each system independently, the healthy functioning of one system often depends on the healthy functioning of other systems.
The Drug Development Process	This module provides an overview of the process involved in taking a new drug from the laboratory to clinicians offices.