



## **PROFESSIONAL DEVELOPMENT SERIES™**

### **Training, Development & Learning Strategy Workshops**

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**SAFER ML™** - This workshop is a compliance and ethics certification workshop. It is interactive, educational and designed to meet the specific needs of the Medical Science Liaison and Medical Affairs associates. It will provide the attendee with the ability to navigate the rapidly evolving legal, ethics, and US regulatory guidelines in the pharmaceutical, biotech and device industry.

**MSL CORE SKILLS** - This program reviews the basic principles of working as a MSL and the application of those skills using specific case studies (customized for the client's company). It covers best practices, creating value for your company, defining the role of the MSL at your company. It teaches the fundamental skills required to be an effective Medical Science Liaison. We developed this program with input from top pharmaceutical, biotech and device companies. This workshop is conducted as an interactive, skills application workshop and is complimentary to the on-line basic MSL certification (cMSL) or can be used as a stand-alone program. This program focuses on the fundamental skills required to be an effective Medical Science Liaison. We developed this program with input from top pharmaceutical, biotech and device companies.

**PRESENTATION SKILLS** - Our presentation skills program provides the participant with learning their audience, getting their scientific points across and improving presentation and communication skills. Time management, prioritization, basic business acumen and best practices are also covered in this workshop.

**TRANSFORMATIONAL MANAGEMENT** - This workshop provides Medical Science Liaison Managers with the opportunity to improve their ability to lead and manage highly motivated remote teams. The program will enhance your skills as a manager and demonstrate your company's investment in your professional development.

**VENDOR COMPLIANCE TRAINING** - As documented in the OIG Guidelines, training on OIG Guidelines is essential to limiting your liability as well as related FDA regulations and Medical Education (ACCME) standards. We designed this workshop specifically for vendors conducting business on behalf of the sales, marketing, and medical affairs departments within the pharmaceutical, biotech, and device industries.

**MEDICAL EDUCATION STANDARDS** - Designed with a concentration on commercial personnel concerning medical education standards within the pharmaceutical, biotech, and device industries. The format is highly interactive with case studies and scenarios designed to highlight the underlying theme of the evaluation, decision making, funding, defining educational venues, methods, goals and monitoring of various type of educational grants. The OIG Guidelines and ACCME Standards for Commercial Support provide the basis for this workshop.

**THOUGHT LEADER DEVELOPMENT** – The biologic basis for emotions lends insight into creating and maintaining effective relationships. This program focuses on understanding personality styles, information exchange and the unique relationships that MSLs and Medical Affairs personnel share with strategic Thought Leaders (TLs) in the medical community. All TLs are not created equally. Sharing best practices, case studies and strategies provides the participants with greater insight into the art of the medical communication exchange, enhancing each visit and TL network development.

**THE BUSINESS OF SCIENCE** - This workshop is designed for Medical Affairs personnel, including Medical Science Liaisons, provides an overview of general business administration theory as it applies to the pharmaceutical, biotech, and device industries. We review topics such as pricing, marketing, distribution, joint ventures, and licensing agreements as key components of the workshop.

**DISCOVERY, DEVELOPMENT AND THE MSL** – Pre-launch activities overseen by the Medical Science Liaison often necessitate establishing a productive relationship with internal R&D personnel. An overview of the R&D process, establishing synergy with the R&D effort, and working with R&D personnel as key internal customers help to establish a strong foundation for the Medical Science Liaison role. We utilize case studies and scenarios to emphasize how these two critical functions should work together and how it can relate to other significant internal functional areas.

**SCIENTIFIC PRESENTATIONS AND CLINICAL COMMUNICATION SKILLS TRAINING** – Designed to give participants an opportunity to enhance their presentation skills. The focus is on building confidence in getting your message across, reading your audience and handling objections. This workshop covers podium pearls, presenting data and using scientific slides to clearly communicate key information.

**BUILDING SOCIAL INTELLIGENCE AWARENESS** – In order to develop successful relationships with both internal and external stakeholders, one must base it on human interactions more than on practical intelligence or abstract intelligence. Relationship development is all about dealing with people, which is the keystone of social intelligence. This workshop will present the concept of social intelligence, how it differs from other types of intelligence, in more depth. We will also provide “real world” examples of social intelligence and some opportunities for participants to assess their skills. At the end of this workshop, participants will have a better understanding of the key components of social intelligence and understand how to use this intelligence to foster the development of successful relationships with Thought Leaders and key internal stakeholders.

**MEDICAL LITERATURE: FACT VS. FICTION** – This workshop establishes a strong foundation for reviewing, evaluating, and understanding the various types of studies published in the medical literature. We integrate broad topics such as Evidenced Based Medicine, Outcomes Research, Biostatistics, and other applicable disciplines into the workshop to provide a level of understanding that will enhance the MSL – Thought Leader relationship.

**THE FDA REVIEW PROCESS** – The key objective of this workshop is to provide participants with a deeper understanding of the drug development process with key emphasis on US Regulatory Affairs. This workshop provides a detailed picture of the complex and highly interrelated activities of the development cycle for drugs (excluding biologics, generics and devices due to time constraints) from discovery to US market entry. The course includes an overview of US regulatory processes leading to a successful product launch.

**MOTIVATION IN CHAOS** – This workshop focuses on staying focused in turbulent times and creating opportunities. The course also covers best practices and resource deployment, doing more with less.

**MSL/MEDICAL AFFAIRS VALUE** – Designed to create and provide participants with a Mission Statement and help to define their role. In this workshop we review Internal Public Relations and Infomercial. It also covers topics such as The Business of Science and Value Demonstration Techniques.

**HEALTH ECONOMICS AND OUTCOMES RESEARCH (HEOR)** - Quantifying the comparative value of healthcare intervention. Designed for MSLs and Medical Affairs Associates, this program provides an overview of the basic principles and applications of health economics and outcomes research (HEOR) for pharmaceutical, biotechnology, drug delivery, and medical device products. The course will begin with an overview of the U.S. public and private payer landscape; mechanisms by which access, coverage and reimbursement are determined (e.g., Pharmacy and Therapeutics Committees, Technology Assessments); benefit models (e.g., medical, pharmacy, specialty pharmacy); reimbursement designs (formulary tiers, copays, and co-insurance) and utilization management controls (prior authorization, step therapy, quantity limits). We will highlight four case studies that address ways in which HEOR may be used to demonstrate product value for: 1) a highly prevalent condition that has been previously treated with generic drugs; 2) a rare and rapidly fatal hematologic malignancy that is usually treated with platinum-based chemotherapy; 3) a childhood disorder for which monthly injections have served as the standard of care; 4) a previously “rare” mental disorder that has become more widely recognized by the public. The course will demystify such terms as “QALYs”, “patient-report outcomes”, “numbers needed to treat or harm”, and “cost-utility”, “decision-tree”, and “Markov analyses”, and will conclude with a discussion on the appropriate dissemination of HEOR results.

**CERTIFIED MEDICAL SCIENCE LIAISON (cMSL) PROGRAM** – Designated specifically for MSLs, cMSL offers 24 condensed modules delivered with the most current self-guided online learning management technologies. Each module takes about 30-45 minutes to complete and the entire program can be completed in less than 30 hours. Developed with the latest online learning technologies; cMSL offers 400 digital enhancements:

- Color-rich images and animated collages to enhance the learner’s visual experience
- Interactive rollovers, timelines and clickable activities to stimulate knowledge retention
- Scientific and business-based images designed to illustrate and support specific learning objectives
- Animations and audio to encourage knowledge pull-through and application
- Interactive knowledge checks and game-like activities to help the learner quickly assess knowledge retention and application
- Conveniently linked key terms with audio pronunciations to teach learners key industry terminology
- Progress checks with each module, strategically aligned with all learning objectives to help prepare for the final cMSL exam. Progress checks offer instant remediation and redirects to expanded information to further support learning outcomes.
- All content includes printable PDFs to meet diverse learner preferences.

**For more information on our programs, please call (973) 850-3087 or email us at [info@ssistrategy.com](mailto:info@ssistrategy.com)**