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見て分かる医療機器安全対策
(ビデオパンフレット)

見て分かる

医療機器安全対策

新発売

ビデオ全3巻

監修：社団法人日本エム・イー学会専門別研究会CE安全研究会
原案：「医療機器安全対策」ビデオ制作委員会
協力：有限会社CEネットワークジャパン
企画：株式会社メディカルビジョン
製作：丸善株式会社

近年、医療機関における医療事故が相次ぎ、医療に対する国民の信頼が揺らぎかねない状況となっており、医療機関における安全の確保が重要な課題の一つとなってきました。

2002年10月にはわが国でも、全ての有床病・医院において「医療安全管理委員会」の開催と職員研修の開催が義務づけられました。

この「見て分かる医療機器安全対策」ビデオシリーズは、最新のアンケート調査によるヒヤリ・ハット事例に基づき、医療機器を取扱う場合の安全管理とヒューマンエラー防止策、医療機器（ME機器）の日常の操作と管理など医療事故を未然に防止するための具体的な安全対策と手法を映像化し、病・医院の「医療安全管理委員会」などが主管して実施する院内研修や新人教育にはもちろん、大学の医学・看護・医療系学部および看護・医療専門学校での教育用にご活用いただけます。



特長

- 最新のアンケート調査によるヒヤリ・ハット事例の内容を完全フィードバック
- 病棟で医療機器を取扱う際のチェックポイントをわかりやすく提示
- 臨床工学技士がいない施設でもすぐに使える実践的内容
- 病医院での研修用にはもちろん医学、看護、医療の教育用に最適の教材

第①巻 事故防止に必要な電気安全の知識

第②巻 医療ガスと人工呼吸器の安全対策

第③巻 アラームが鳴ったとき

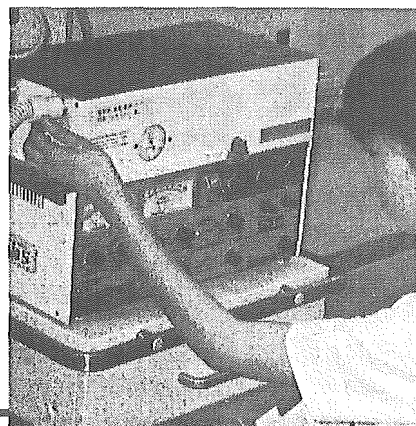
価格：全3巻セット価格90,000円 各巻30,000円（いずれも税別）

丸善

第1巻 事故防止に必要な電気安全の知識

現代の医療では生命維持や治療に医療機器は不可欠です。これらの医療機器も、操作や管理を誤れば、重大な事故を招き、死に至るケースさえあります。医療事故防止・安全対策の第一歩として、まず医療機器を動かす電気的安全知識と感電の防止、さらに停電時の対応策と非常電源の一般的院内システムについて分かりやすく解説します。

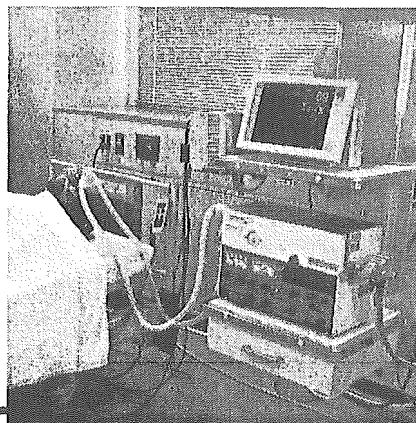
- 1) 感電事故を考える：マクロショックとマイクロショック／人はなぜ感電するのか？
- 2) アースとフローティング：アースとは？／アースによる感電防止／フローティングとは？
- 3) 停電事故を考える
- 4) 停電事故発生時の対応（電力供給トラブルの場合）：停電の発生原因／3種類の非常電源
- 5) 停電事故発生時の対応（過電流のトラブルの場合）
- 6) 停電事故防止のチェックポイント



第2巻 医療ガスと人工呼吸器の安全対策

医療ガス事故はガスの取扱い上の不注意に起因する事故が依然として多く、酸素が関与した火災事故が過半数を占めています。また、人工呼吸器は最もポピュラーな医療機器ですが、その医療事故の大半はヒューマンエラーに起因しています。日常的に使用頻度の高い医療ガスと人工呼吸器、パルスオキシメータについて安全対策を詳解します。

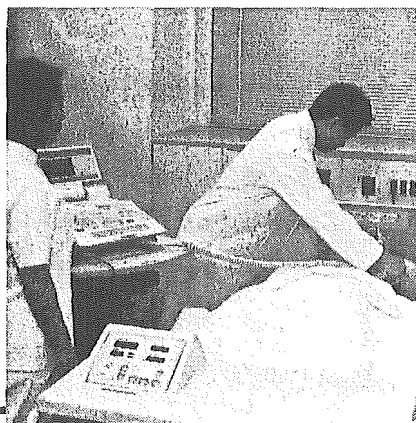
- 1) 医療ガス事故事例とその原因
- 2) 医療ガスの基礎知識：さまざまな医療ガス／ガス供給システム
- 3) 医療ガス事故防止のチェックポイント
- 4) 人工呼吸器事故のヒヤリ・ハット事例
- 5) 人工呼吸器の安全管理
- 6) 人工呼吸器の主なトラブルとその対策
- 7) パルスオキシメータの安全管理
- 8) パルスオキシメータのトラブル対策



第3巻 アラームが鳴ったとき

心電図モニタなど患者モニタリング機器使用時のアラームや、除細動器、輸液ポンプの安全管理に関するヒヤリ・ハット事例が多く報告されています。医療機器の原理、特性などの基礎知識はもちろん、起こりうるトラブルとその対策に習熟するとともに、機器の安全性や信頼性を冷静に点検し、患者本位の観察眼を身につけることが大切です。

- 1) 心電図モニタのヒヤリ・ハット事例
- 2) 心電図モニタリングにおける注意点：誤アラームを出さないための工夫／ハムが入らないようにする工夫／テレメータの受信不良対策／テレメータの混信対策
- 3) 除細動器の安全管理：除細動器の取扱い手順／安全管理のための注意事項／日常の手入れ、点検、保管
- 4) 除細動器の事故防止策
- 5) 輸液ポンプのヒヤリ・ハット事例
- 6) 輸液ポンプの安全管理：流量設定ボタンの押し間違い／転倒破損事故防止対策／フリーフロー対策



「医療機器安全対策」ビデオ制作委員会

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ADVANCE^R SALES TRAINING

(研修パンフレット)



HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION

Serving Medical Products Distributors Since 1902

ADVANCE[®] 
SALES TRAINING

Course Catalog

Specially designed to:

- ▶ Educate anyone involved in selling medical products
- ▶ Prepare sales professionals for the AMS certification exam
- ▶ Improve the level of knowledge and expertise in the healthcare supply chain

The most convenient, comprehensive sales training program for the medical products industry!



ADVANCE® SALES TRAINING

Core Curriculum Modules

Selling Skills	Account and Territory Management	Introduction to Medical Sales	Selling Distribution Value
Pre-Call Planning and Opening the Call	Time Management	The Human Body	Understanding the Distribution Business
Identifying and Targeting Customer Needs	Managing Accounts for Growth and Profitability	Introduction to Healthcare Products	Selling Distribution Value
Overcoming Objections and Closing the Sale	Managing Your Territory for Maximum Productivity	Understanding Hospital Customers	
		Understanding Long Term Care Customers	
		Understanding Physician Customers	



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Serving Medical Products Distributors Since 1902

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The 13 core curriculum modules of the ADVANCE® Sales Training program were produced with a grant from Quidel Corporation, a leading manufacturer of rapid diagnostic products. Quidel supports its distributors through education designed to improve knowledge and skills in order to better serve healthcare providers and patients.



The Health Industry Distributors Association launched the ADVANCE® Sales Training Program with financial and educational content support from the HIDA Educational Foundation. HIDA and the Foundation support healthcare distributors and their partners through development of educational programs, business tools and resources, and industry research.

Revised: 12/02

ADVANCE® SALES TRAINING Masters Modules

2003 Course Offerings

Additional modules will be released on a regular basis.

Bone Density Measurement
Cardiopulmonary Instruments and Equipment
Legal Issues in Healthcare Sales
Leveraging Manufacturer Partnerships
Negotiating Skills for the Distributor Salesperson
Physician Office Furniture and Lighting
Rapid Diagnostics
Safety Products (two modules)
Selling Diagnostic Equipment for Exam and Procedure Rooms
Understanding Bloodborne Pathogens
Understanding HIPAA
Using Reimbursement Knowledge to Make Sales
Using Technology to Improve Sales Effectiveness

Educational grants for the ADVANCE® masters modules were provided by:

B. Braun • Midmark • Quidel Corporation • Sunlight Medical • Welch Allyn

HIDA and the HIDA Educational Foundation thank these companies for their support.

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ADVANCE® Sales Training Program Overview

The ADVANCE® Sales Training program was originally developed in 1988 to give sales representatives in the medical products industry a broad knowledge base, higher confidence level, and greater career satisfaction and success. The newly revised ADVANCE® curriculum accomplishes these goals and more. ADVANCE® provides a common basis for distributors, manufacturers, and providers to evaluate sales knowledge and performance.

*“We have been using ADVANCE® Sales Training and we love it!
The sales reps find the content and the way it is presented extremely beneficial.
There is a lot of great information—definitely a great investment!”*

TODD HUBBARD, SALES MANAGER, SCHRYVER SALES AND MARKETING

An Industry Original

ADVANCE® Sales Training is the only comprehensive sales training for the medical products industry. Nowhere else can your sales team achieve this level of industry expertise and product knowledge.

Due to advances in technology, new terminology, and a general need for standardized training throughout the industry, ADVANCE® Sales Training was rewritten and updated in 2002 to thoroughly train reps on the latest concepts and topics in the healthcare market.

The reconfigured program content was written and reviewed using the industry expertise of HIDA's Advisory Councils, the HIDA Educational Foundation Board of Directors, and other industry experts.

Don't fall behind the industry standard. Get your sales representatives started on the road to improved profits and performance today!

ADVANCE® is Specially Designed for...

ADVANCE® Sales Training is ideal for anyone involved in medical product sales. It gives your employees the foundation they need to succeed.

- **Novice sales reps**—New reps account for more than one third of the industry's sales force, and the cost of turnover is far greater than the cost of ADVANCE® education.
- **Experienced sales reps**—ADVANCE® is a valuable tool for refreshing experienced reps' industry knowledge and selling skills. Sales training is a lifelong commitment for all reps!
- **Support staff and manufacturers' reps**—Distributor sales reps aren't the only people in the healthcare supply chain that need to understand medical product sales. Get your entire team educated in ADVANCE®.

Testing

After completing the ADVANCE® Sales Training self-study program or live training, candidates must then pass the AMS examination to receive the Accredited in Medical Sales designation. The test is comprised of multiple choice questions and requires approximately 1 to 2 hours to complete. The next test will be administered at the HIDA 2003 MedSurg Conference & Expo™, October 2–4, 2003, in Baltimore, Maryland. Additional test dates will be announced and testing is available by appointment at the HIDA office in Alexandria, Virginia. Call (703) 549-4432 for additional details on AMS testing.

AMS TESTING SCHEDULE

HIDA 2003 MedSurg Conference & Expo™ • Baltimore, Maryland

Thursday, October 2 4:00 p.m. – 5:30 p.m.

Examinations are administered and proctored by the HIDA Educational Foundation.

“The ADVANCE® program has so much to offer! I recommend that other companies in our industry encourage not only their sales staff to get AMS certified, but also marketing and purchasing executives.”

HEATHER LLORCA, MARKETING PROGRAM COORDINATOR, DARBY DRUG COMPANY, INC.

AMS Certification: The Mark of Excellence

The Accredited in Medical Sales (AMS) designation is the goal for all ADVANCE® students. To achieve AMS accreditation, participants in the ADVANCE® program complete their course work and test their knowledge through a required examination.

AMS is the only industry accreditation for professionals involved in selling medical products. There are currently more than 1,100 AMS designees and the number continues to grow. Show your customers and supply chain partners that you deliver advanced knowledge and top-level service while improving their bottom line.

Note: ADVANCE® Sales Training is preparation material for AMS testing. There is no credit or point requirement or other prerequisite for taking the AMS exam.

Delivery Options

Use these methods of study to prepare for the AMS exam and to maximize your return on this critical industry training program.

Self Study

The intended method of preparation for the AMS exam are the ADVANCE® Sales Training core curriculum modules. The thirteen core curriculum modules, give you an **easy-to-read, convenient method of studying** on your own time, at your own pace.

All-Employee License

For companies interested in **utilizing the ADVANCE® curriculum in in-house training**, all-employee license orders are available. Your company will receive an electronic copy of all 13 ADVANCE® core curriculum modules and unlimited access to the masters curriculum if you purchase the full program.

Call HIDA to request an all-employee license pricing structure for your company.

Customized On-Site Training

At the request of companies with internal training departments and specific training objectives, HIDA will work with your company to **customize an on-site training program**. These programs are generally held over two to three days and are delivered by a HIDA-approved instructor.

To order, or for information on customized course development, contact HIDA at (703) 549-4432.

Immediate Return

Upon passing your AMS test, you will officially be recognized by HIDA and the industry as Accredited in Medical Sales. Additionally, all AMS designees will receive a **Marketing Kit for Graduates** that includes the following:

- Certificate of Completion
- AMS lapel pin
- AMS brochures – Distribute this brochure to your customers and prospects to show the value of ADVANCE® and AMS, as well as the benefit of working with a certified, professional salesperson.
- A CD containing:
 - ✓ AMS and ADVANCE® logo files for use on your business cards, personal letterhead, or AMS announcements. Promote your accomplishment and let your customers and vendors know that you take pride in your work and are driven to succeed.
 - ✓ Press Release template – Send this release to local, regional, and industry media outlets. Any coverage you receive can be shared with customers, vendors and prospects to highlight your achievement.

Industry Recognition

HIDA provides significant industry recognition to AMS designees through a variety of media. This includes:

- Press announcements on new designees sent to industry publications
- A listing of all AMS certified reps at: www.HIDAnetwork.com
- Inclusion of all AMS certified reps in HIDA's annual publications including, *HIDA Membership Directory & Buyer's Guide*, *HIDA MedSurg Conference & Expo™ Program Guide*, and any other applicable publications produced throughout the year
- Promotion at the HIDA MedSurg Conference & Expo™, including signage, badge ribbon, and formal recognition at the Chairman's Industry Lunch.

ADVANCE® Core Curriculum Content Overview

SELLING SKILLS

Pre-Call Planning and Opening the Call

Selling is not magic. Successful selling starts where many challenging undertakings start—with careful planning. In this module, you will learn proven techniques for planning your calls so that you know what you want to achieve and how you will achieve it. As a result, you will come across to the customer as prepared, confident, and professional.

This module also covers important skills for opening your sales calls, ensuring that you get the physician's, nurse's, or department head's attention. Topics include:

- How to plan
- Why you need objectives for every call
- How to determine a good sales objective
- Why it's essential to get the customer's immediate and undivided attention
- *Techniques for building rapport*
- The key characteristics of effective call openers.

Identifying and Targeting Customer Needs

Like a physician with a patient, a good salesperson must understand what information is needed, and be adept at obtaining it at a minimum of bother to the customer. You can't fulfill your customer's needs without knowing what they are, and you can't determine what they are without effective probing. *But there's another side to the coin: effectively listening to the customer's response.* In this module, you'll be learning and using effective interactive listening techniques, which help you absorb more of what you hear and make sure you are receiving the exact message the speaker intends to send.

This module will cover key skills for identifying customer needs through probing and honing in on those needs during effective presentations and product demonstrations. Topics include:

- Why probing is absolutely essential
- Two types of probes and how they should be used
- Techniques for effective listening
- How to present benefits and features
- Using readily available visual aids to create maximum impact
- How to prepare for and implement a product demonstration
- Using demonstrations to make high-ticket equipment sales
- How to work effectively with manufacturers on joint presentations.

Overcoming Objections and Closing the Sale

Answering your customers' objections and asking them for a commitment are the two true measures of a salesperson. Your ability to overcome objections voiced by the customer is a natural part of the sales process, which prepares the customer for the close. Still, customers don't buy anything until you ask them to. You can have fantastic probing and listening skills, and be a dynamic and polished presenter, but if you aren't a strong closer the other skills will be for naught.

Topics in this module include:

- The implications of objections
- Three types of objections
- Specific objection-handling strategies
- A process for handling any objection
- How to overcome indifference
- What "closing" really is
- When to close
- How to recognize and respond to buying signals
- Various types of closes.

ACCOUNT AND TERRITORY MANAGEMENT

Time Management

One of the most critical factors in managing your accounts and your territory is how you spend your time. In simple terms, the objective of time management isn't to get you to spend more time at your work; you probably work enough hours now. The main consideration is restructuring your time—spending it on the most productive activities and minimizing the time spent on time-killers or on necessary but less productive activities.

In this module, you will put into practice a variety of timesaving techniques. Topics include:

- Where your time is now going
- How to allocate your time for major activities
- Methods for controlling time-killers
- How to overcome procrastination
- Strategies for improving your productivity
- The importance of setting priorities and following them.

Managing Accounts for Growth and Profitability

In the distribution business, each account represents a long-term business opportunity—an opportunity you must manage and build. To be an effective account manager, you must know your products, the marketplace, and have professional territory management and selling skills. You also must understand how your company makes money and how your actions can impact profits positively or negatively. Account management brings together all your abilities to benefit your customer, your company, and you.

In this module, you will learn effective account management concepts. Topics include:

- How to “read” the decision-makers and develop strategies for building relationships
- How to use sales tools to track account activity, penetrate an account, and set account goals
- How to make each account more profitable.

Managing Your Territory for Maximum Productivity

Every successful sales is also a successful manager. You must carefully manage your time, your accounts, and your territory as a whole to be as effective and productive as possible. Good management of territory and accounts impacts commissions—and your company’s profits. It enables your firm to get good intelligence on the marketplace, to control the business, to have the right inventory when it’s needed, and to be in the best position to serve your customers.

This module will discuss two important management techniques for salespeople: how to allocate your calls for maximum productivity and how to route your calls for greatest time efficiency.

Topics include:

- Understanding and adapting your territory management style
- Analyzing your accounts according to their likely sales volume
- Sorting your accounts into categories based on yield
- Determining the optimum call frequency for each account category
- Working out an annual budget to verify your call allocation plan
- Understanding the importance of effective routing
- Choosing an effective territory route.

INTRODUCTION TO MEDICAL SALES

The Human Body

This module will help you to understanding the basic functions of the human body, which is a critical prerequisite to understanding the medical products that you sell and the procedures in which they are used.

After completing this module, you will be able to “speak the language” with your clinical customers and will be more confident presenting medical products. Topics include:

- Describing the relationship between anatomy and physiology
- Understanding basic medical terminology
- Understanding the organs and functions of each body system.

Introduction to Healthcare Products

As a distributor sales representative, you make a huge array of medical products available to your customers. They could probably buy almost any of these products from some other sources. But what you bring to the customer is the ability to get all these products through a single, efficient source, and the expertise to help them choose between the vast number of product alternatives. That expertise is absolutely essential to your success as a distributor sales representative.

This module will provide an introductory overview of the various types of equipment and supplies commonly sold by medical products distributors and will familiarize you with the most commonly used medical products and their definitions. Product areas include:

- The basic physical exam
- Laboratory testing
- Other diagnostic procedures
- Physician office equipment
- Skin and wound care, ulcer prevention, and ostomy care
- Surgical instruments
- Suturing and stapling
- Sterilization, disinfection, and waste management
- Nutritional therapy.

Understanding Hospital Customers

Hospitals represent the largest market for healthcare products distributors. Success in selling to hospitals requires that your company offer a strong value proposition, including excellent logistics services and quality products. It also requires that you as a sales representative understand the forces impacting hospitals and use this understanding to meet your customers' needs.

This module provides sales representatives with a basic understanding of the hospital market. Topics include:

- The role of the distributor representative in effectively serving long term care customers
- Types of hospitals and the services they provide
- Key decision-makers and their roles
- Key trends and issues impacting hospitals.

Understanding Long Term Care Customers

Long term care (LTC) providers have many alternatives for ordering medical supplies. Sales people from various suppliers call regularly seeking business; catalogs and promotions arrive by mail, email and fax. Successful distributor representatives are a resource to their long term care customers. The value they provide includes introducing new medical products, reviewing purchase trends, consulting and developing inventory management programs, and much more. The successful rep becomes the sole source provider of medical products sold and is often viewed like a trusted member of the facility staff.

In this module, you will learn how to communicate the value of distribution to the LTC provider and fulfill their customer needs. Topics include:

- The growing need for long term care
- Key long term care market segments
- Funding sources for long term care
- Key decision-makers and their roles
- Key trends and issues impacting long term care providers
- The role of the distributor representative in effectively serving long term care customers.

Understanding Physician Customers

Running a physician practice is a challenging undertaking. Physicians are committed to providing quality health care for their patients, but they also want to earn a good income from their practices. Both goals have become more difficult in recent years.

Successful distributor representatives in the physician market are a resource to their customers. They are sensitive to the physician's time constraints and try to help the practice reduce time spent on non-patient-care activities such as purchasing and they look for ways to help their physician customers increase revenues.

This module is designed to build knowledge on successfully selling and providing service to physician customers. Topics include:

- Key physician/alternate site market segments
- Funding sources
- Key decision-makers and their roles
- Trends and issues impacting alternate site providers
- The role of the distribution representative in effectively serving physician customers.

SELLING DISTRIBUTION VALUE

Understanding the Distribution Business

Your company, as a distributor, is a key link in the supply chain through which medical products travel from the end of a manufacturer's assembly line to the end user. The services you and your company provide ensure that the value you give your customers extends far beyond just the product delivered to them.

In this module, you will learn what the supply chain is, how it works, and most importantly, how the distributor adds value to the supply chain. In addition, we will look at the major types of distribution companies, direct forms of competition, and the manufacturer-distributor relationship.

Topics include:

- Key elements of the healthcare supply chain
- Basic distribution functions
- The steps a distributor typically follows in processing an order
- The two sides of the distribution business
- How to calculate gross margin
- Types of competition for the healthcare distributor
- Manufacturer delivery strategies.

Selling Distribution Value

As a distributor sales representative, your job is to sell one thing over and above everything else—the value of your company's distribution services. The products you sell are available from many sources. What you and your company provide is a bundle of services that make it possible for your healthcare customers to get the medical supplies they need in easiest and most cost-effective way possible. Does that mean that you're going to talk about delivery speed and fill rates on every account visit? No, but it does mean that you are constantly working to build overall value for your customers.

This module focuses on selling distribution value to your customers. Topics include:

- Getting in with a new account
- Becoming the primary supplier
- Tracking the services you provide
- Quantifying your value to the customer.

Continuing Education Requirement: Earning AMS Points

To promote ongoing professional growth and lifelong learning, AMS designees must now earn six AMS continuing education points each year from the time they are certified. This means that to maintain the active status of your hard-earned AMS certification, you must fulfill the six-point annual requirement by any combination of accredited activities. Some of these activities are outlined below, along with their respective points. Complete details on the continuing education requirement will be mailed to AMS designees upon successful completion of the AMS examination.

“ADVANCE® establishes new and higher educational standards that will satisfy both customers and suppliers.”

JOHN SASEN, EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING OFFICER, PSS/WORLD MEDICAL, INC.

AMS Point Distribution

1 point per ADVANCE® master's curriculum module, through self-study or live training
1/2 point per education session at the HIDA MedSurg Conference & Expo™
1/2 point per Product Training University at the HIDA MedSurg Conference & Expo™

Other approved programs will earn points deemed appropriate by HIDA. Promotional materials for such educational opportunities will outline the credit(s) assigned.

HIDA will track your AMS points for you; however all designees are responsible for submitting to HIDA the required paperwork, including session evaluation forms, ADVANCE® receipts, ADVANCE® quizzes or worksheets, or other proof of study, so that your AMS credits can be monitored.

ADVANCE® Sales Training Masters Curriculum

The following descriptions are for modules currently available or in development for release in early 2003. Additional masters modules will be released on a regular basis.

VALUE
1 AMS
POINT

Bone Density Measurement

Educational grant provided by Sunlight Medical.

Americans are living longer, and that means that once-rare age-related ailments and diseases are today major, long term medical concerns for a sizeable portion of the population. The ability of today's primary care physicians to effectively evaluate and test their patients for bone density and osteoporosis allows them to provide earlier diagnosis and treatment, grow their revenue, and demonstrate service-oriented attitude toward their patients. As a result, selling bone densitometry equipment represents an expansive opportunity for you, the distributor salesperson.

This ADVANCE® Masters-level module was developed to help you understand osteoporosis and other bone conditions and the technologies available for testing bone density. These tests permit physicians to diagnose bone disease, evaluate risk factors, and monitor the effectiveness of medical treatments.

After completing this course you will:

- Comprehend the nature of osteoporosis and the public health threat that it represents
- Gain a working knowledge of the diagnoses and treatments related to osteoporosis, as well as the medical terminology related to bone health
- Understand the various methods that healthcare providers can use to measure bone density and strength
- Be able to meet the challenges posed by customers who conduct bone density testing
- Use effective probes for identifying the best potential customers for bone densitometry equipment

VALUE
1 AMS
POINT

Legal Issues in Healthcare Sales

Because customers often need help to understand and comply with healthcare laws and regulations, it is essential that sales professionals calling on this market know the law in order to protect sales and avoid legal liability.

Almost all customers are aware that the legal and regulatory controls over healthcare are significant. However, most providers do not fully understand the myriad of laws, rules, and regulations that apply to their practices and the organizations that conduct business with them.

Sales professionals that market to healthcare providers should also be concerned about federal rules and regulations because your customers need your help to understand and comply with healthcare laws and regulations, a provider's lack of awareness or understanding of these laws can seriously impact your sales, and, in some cases, you yourself can be held liable if you are instrumental in creating an arrangement that violates healthcare law.

By the end of this module, the user will understand the basic concepts of the following laws:

- The Civil False Claims Act
- The Federal Anti-Kickback Statute
- The Stark Self-Referral Prohibitions

VALUE
1 AMS
POINT

Leveraging Manufacturer Relationships

As a distributor's representative, you're constantly striving to maintain and increase sales in your territory. You're a valuable resource to your customers and they depend on you for information and expertise on medical products, state and government regulations, and reimbursement. You have to balance all of this with the time you spend dealing with service-related issues and the administrative demands of your company.

Working more effectively and strategically with your manufacturer partners can help you maximize sales and profit dollars. They are an excellent resource that can help you find the right solutions and effectively present them to your customers.

By completing this module you will:

- Understand the importance of manufacturer relationships
- Learn how different manufacturer marketing strategies affect your role as a distributor representative
- Understand how to select manufacturers to support and work with in your territory
- Explore creative ways to work with manufactures and increase sales with customers.

VALUE
1 AMS
POINT

Negotiating Skills for the Distributor Salesperson

Negotiation is a key skill for all healthcare distributor reps, whether they primarily call upon hospitals, nursing homes, or physicians. You negotiate every day for a fair price, for more desirable terms, for additional business, to keep competitors off your turf, and more. It's even a negotiation to successfully get your foot in the door at a new account.

Adding to the challenge is the fact that, in our environment, negotiating means not only agreeing to a great deal today, but also developing one that is beneficial long into the future as well.

Training in negotiation is difficult because every situation is unique. However, the inherent selling skills of a professional salesperson are some of the same that are found in the best negotiators. With the information in this module—and practice and experience—you soon will be able to control any negotiating situation with greater confidence and greater success.

Topics in this module include:

- Why maintaining a win-win attitude in all negotiations is vital to your success
- Probing and listening skills to get the information you need
- Proven negotiating techniques and how to apply them in the healthcare environment
- How to read body language and to adapt yours for optimum effectiveness
- Typical negotiating scenarios, and guidance toward steering them toward successful outcomes