

NEW courses for JULY

New Courses to engage and inspire you this month.....



In this ever changing world our content creation team have been working hard developing new courses not only for the here and now but also looking towards the future.

Below is a brief overview of each of our new courses and the relevant categories they fall into. These courses will be going live in the next few weeks.

If you do NOT want any of these courses made live for your teams then please come back to me by COP on Friday the 31st of July.



[Market Access and Payer Strategies; Sales Managers Tool Kit; Account Management; COVID-19; Interactive](#)

The NHS is changing – why you need a more sophisticated solution to do business with it

Do you want to know why you should position your drug, device or appliance against how you will positively impact both the workload and workforce by taking an innovative approach to the problem you solve? If this is not a consideration within your work, we will show you why it needs to be and how you do it.



INTERVIEW WITH ANDREW DAVIDSON

MAKING A NICHE SALES & MARKETING APPROACH IN LIFE SCIENCES WORK PROFITABLY FOR SME'S

LIFE SCIENCE
ACCESS ACADEMY



In Call Performance; Small Medium Enterprise (SME)

Making a Niche Sales & Marketing approach in Life Sciences work profitably for SMEs

Establishing an SME with big healthcare providers like the NHS can be daunting and costly. Yet there are proven, successful and reproducible ways to build a strong position in a niche market with innovative new products cost effectively.



In call Performance; Sales Managers Tool Kit; Development

GROWing your Sales: Module 1: Personal G.R.O.W.

This module is focused on your goals and aspirations, providing a personal action plan on a goal of your choosing.

In call Performance; Sales Managers Tool Kit; Development

GROWing your Sales: Module 2: Preparatory GROW for a Potential Customer

This module explains preparatory GROW for a potential customer, looking at your knowledge of the client and what you could do to prepare for your first contact.



Virtual Engagement vs Multi Channel Engagement

Virtual Meetings: An Intellicentrics Guide

As the traditional landscape changes due to the global pandemic and we begin to find or establish the 'new normal', virtual meetings will play a large part in how you as Healthcare Representatives conduct your business. Many hospitals now have use of Meeting Manager SEC³URE for carrying out virtual meetings.



AHA Cert of excellence (NI)

Understanding the NHS in Northern Ireland: Module 5 – Procurement and Supply

This Module is relevant for employees in a pharmaceutical organisation and a commercial medical technology organisation, who wish to understand how NHS Procurement and Supply is organised within Northern Ireland and

initiatives which may affect product procurement. It is also relevant for those who wish to ensure their knowledge is up to date.

NHS

Understanding the NHS in England – The Role of Public Health

This course will provide you information on the role of Public Health England and the Local Authority Public Health functions. It will also explain how Public health interacts and works with the NHS



NHS

Understanding the NHS in England: Medicines Optimisation and Value

This course will explain the Medicines Optimisation and Value Programme. You will gain an insight and

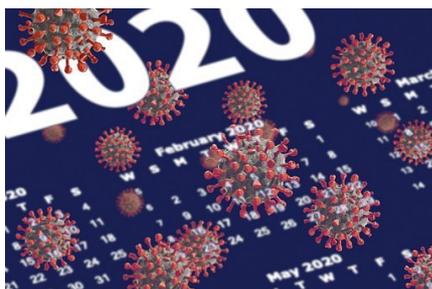
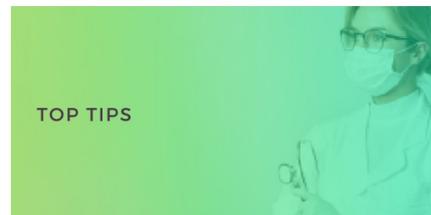
understanding of the various committees and structures that operate to implement Medicines Optimisation in the NHS in England.

Top Tips

Top Tips for Specialised Commissioning

A 2 page document highlighting what you need to know about specialised commissioning.

FOR SPECIALISED COMMISSIONING



NHS Reviews

NHS England and Devolved Nations: The National Health Service and Life Sciences in 2020 – Quarter 3 Update (April–June)

This course will help you understand the key elements of the complexities of the NHS and give pointers to

supporting information as well as suggestions for further exploration or actions you may want to take.

Life Science Access Academy are pleased to offer additional compliance and regulatory courses in collaboration with Medtech Compliance Training Ltd. The following courses are now available. Contact me if you would like to discuss how you can access these.

Regulations

The Medical Device Regulations (MDR) - Overview. July 2020

This course will provide participants with an Introduction to the New EU Medical Device Regulation (MDR), an overview of the critical changes and how it effects the Quality Systems, Technical Documentation, Clinical Evaluations, Unique Device Identification (UDI) and Post Market Surveillance



Regulations

The role of the Person Responsible for Regulatory Compliance (PRRC)

This course will allow you to understand the new role that has been created called the Person

Responsible for Regulatory Compliance (PRRC). Article 15 of the European MDR and IVDR mandate the appointment of this person

Life Science Access Academy and Applied Healthcare Academy

