

MEDICAL SALES COLLEGE

ACADEMY SYLLABUS



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**Approved and Regulated by the Colorado Department of Higher Education,
Private Occupational School Board**

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Academy Program

MSC Academy exists to provide training to recent college graduates to prepare them for entry-level positions within the orthopaedic and spine medical device sales industry. Companies are often searching for hard working, aggressive sales and technical reps who are able to learn the business quickly.

MSC Academy provides the background in orthopaedic reconstruction, sports medicine, extremities, biologics, and spine necessary to succeed in this highly competitive business.

Instructor Information

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Textbooks, required readings and additional materials the learner needs

Academy Core Curriculum Binder - Provided upon acceptance to school

Includes: Bone and Soft Tissue Anatomy Guidebook

Medical Sales College 2009

Current Diagnosis and Treatment in Orthopedics Fourth Edition - Recommended

Lange Medical Books/McGraw-Hill 2006

Harry B. Skinner, MD, PhD

Current Essentials in Orthopedics - Recommended

Harry B. Skinner, MD, PhD, Michael Fitzpatrick, MD

Lange Medical Books/McGraw-Hill (2008)

Laptop computer with wireless Internet capability, Microsoft Office Suite (or equivalent) installed - Student provided

Two pairs of scrubs - Student provided

Cell Phone - Student provided

Ability to Fax - Student provided

Academy Program Descriptions & Objectives

Schedule is tentative and subject to change depending upon the progress of the class. A weekly review of assigned work and an open discussion of the assignments will be conducted via telephone conference call at the beginning of each week.

Week 1:

Anatomy

Course participants will be able to identify and recognize associated anatomy on anatomical drawings, anatomical photographs, and bone models.

The first week of the at home course is guided learning of the basic foot and ankle anatomy and the surrounding anatomical structures that are important to surgical procedures commonly covered by medical device representatives. Discussions will focus on participants' understanding of the procedures and methodology for repair of common orthopedic interventional surgery. It is recommended that the learner spend at least ten hours of his or her time focused on learning this anatomy section.

Vocabulary

Course participants will be required to define, understand and utilize medical terminology as it relates to the course objectives.

Portions of the study material include weekly vocabulary words and references. The course will emphasize key anatomic references and terminology in order to develop proficiency with terms used during conversations in a medical context.

Prospective Surgeon Customer Profiling

The learner will begin to identify potential surgeon customers within a defined geographic territory

The first week of at-home portion will also be spent identifying potential surgeon customers, complete with titles, and practice names, if applicable, and creating a master list of all potential surgeon customers within desired geographic territory. It is recommended that the learner spend approximately three to five hours of his or her time, researching the surgeons in his or her prospective territory. Course participants will be expected to discuss the above information during weekly, instructor-led conference call.

Week 2:

Vocabulary

Course participants will be required to define, understand and utilize medical terminology as it relates to the course objectives.

Portions of the study material include weekly vocabulary words and references. The course will emphasize key anatomic references and terminology in order to develop proficiency with terms used during conversations in a medical context. It is recommended that the learner spend at least five hours of his or her time focused on learning and developing proficiency with the vocabulary.

Soft-Tissue Anatomy

The learner will be able to recognize and identify the soft-tissue anatomy of the skeleton, on anatomical images, photographs, and bony models.

This week's anatomy focuses on the soft-tissue anatomy of the human skeleton, with an emphasis on muscular actions. It is recommended that the learner spend at least five hours of his or her time focused on learning the anatomy and associated vocabulary.

Biomechanics and Common Orthopedic Disorders

The learner will understand and be able to discuss the forces that act upon the bones of the skeleton and develop an understanding of the most common orthopedic disorders.

Course participants will research the different types of forces that act upon the bony skeleton, and the resulting physiologic changes. They will also research and understand the most common orthopedic disorders, focusing on types of arthritis and congenital diseases. It is recommended that the learner spend at least five hours of his or her time focused on learning and developing proficiency with the content.

Arthroplasty and Hemiarthroplasty of the Hip

The learner will understand and be able to articulate the indications for total and partial hip replacement, and the associated challenges.

Course participants will research total hip arthroplasty and hemiarthroplasty of the hip, with an emphasis on indications and causes for degeneration of the hip joint. They will develop an understanding of the types of implants used and the potential complications and challenges associated with the procedure. It is recommended that the learner spend at least five hours of his or her time focused on learning and developing proficiency with the content. Course participants will be expected to discuss the above information during weekly, instructor-led conference call.

Surgeon Profiling

Profiling exercises are developed to familiarize course participants with effective methods of gathering and organizing useful territory management techniques.

Class participants will be instructed on a variety of techniques to enable them to identify appropriate sub specialties of orthopedics, target prospective accounts and compile a data base of useful information intended to formulate and develop long term professional relationships.

Week 3

Vocabulary

Course participants will be required to define, understand and utilize medical terminology as it relates to the course objectives.

Portions of the study material include weekly vocabulary words and references. The course will emphasize key anatomic references and terminology in order to develop proficiency with terms used during conversations in a medical context. It is recommended that the learner spend at least three hours of his or her time focused on learning and developing proficiency with the vocabulary.

Spine Pathology

Upon successful completion, the learner will be able to identify and explain how the different spine pathologies affect a patient.

Part of the week 3 guided at-home learning is to study how the spine breaks down during the different stages of spine pathologies and how that break down effects the spine biomechanics reviewed in week 2. It is recommended that the learner spend at least ten hours of his or her time focused on learning this pathology section. The learner will be evaluated by homework faxed to the instructor at the end of the week. The homework will be discussed on the fourth conference call.

Spine Pathology Vocabulary

Upon successful completion, the learner will be able to define, understand, and utilize medical vocabulary as it relates to spine biomechanics.

As the week 3 guided at-home portion continues, learners will have a list of spine pathology vocabulary of which they are required to find and memorize the definitions. It is recommended that the learner spend at least ten hours of his or her time focused on learning the spine pathology vocabulary section. The learner will be evaluated by homework faxed to the instructor at the end of the week. All homework will be discussed on the fourth conference call.

Potential Surgeon Customer Profiling

The learner will continue to focus on the five surgeons selected in Week 2, researching and gathering the information necessary to complete the surgeon profile form.

This week participants will focus on completing the included surgeon profile forms for the five selected surgeons, focusing on office staff, clinic days, surgery days, specialties, products used, any publications, and any other information deemed useful. It is recommended that the learner spend a minimum of three hours working on gathering the above information. The learner will be prepared to discuss his or her findings on the weekly conference call.

Week 4

Bone Healing and Osteobiologics

Course participants will develop an understanding of the basic metabolic and biological principles that effect the surgical environment.

The process of bone healing, biology, fracture management and osteobiologics is introduced. Discussion will include infection control, orthobiologic augmentation, Wolff's Law, fracture reduction, arthrodesis, mal-union and non-unions.

Participants will be expected to describe the cellular components and his or her impact on the bone-healing environment. Discussion will include the biologic activity and contributions to bone healing that the various osteobiologic compounds offer and how they are used.

Vocabulary

Course participants will be required to define, understand and utilize medical terminology as it relates to the course objectives.

Portions of the study material include weekly vocabulary words and references. The course will emphasize key anatomic references and terminology in order to develop proficiency with terms used during conversations in a medical context. It is recommended that the learner spend at least three hours of his or her time focused on learning and developing proficiency with the vocabulary.

Prospective Surgeon Customer Profiling

The learner will be able to effectively organize and present the information gathered on the five selected surgeons, to the other participants.

This week will conclude the at-home portion of the program, and the participants will continue to further gather information, and be able to organize the information gathered on his or her selected surgeons. They will be expected to prepare a presentation and share the information gathered with his or her fellow participants, preferably in a PowerPoint, or similar, format, upon arrival for the in-house portion in Denver. Participants are expected to spend a minimum of five hours on gathering and organizing prospective surgeon customer information in a presentation format.

Week 5 - Begin In-house Training

Course participants will arrive on Monday morning to begin the in-house training portion of the curriculum. From this point the training schedule is expanded into daily processes of introducing new material, evaluations in the form of quizzes, reviews of previously discussed curriculum and role play scenarios. Homework assignments are employed to challenge the learner's research capabilities, critical analysis, organizational skills, and include individual or group presentations before an audience of instructors and peers.

The following is a discussion of the course schedule, learning objectives, and description of the lesson plans for the in-house portion of the training program.

Week 5 - Monday

Introductions and Expectations - Hours: 1.0

The learner will be introduced to the Medical Sales College staff and in-house course expectations will be delivered to the learner.

Operating Room Protocol and Etiquette - Hours: 3.0

Upon successful completion, the learner will be able to apply the proper protocol and etiquette upon entering a hospital.

Utilizing our state-of-the-art mock operating room, scrub sinks, and hospital locker room the learner will be taken on a guided tour of where to enter a hospital, the proper check-in procedures, the proper attire in an operating room, and finally, the "do's and don'ts" of the operating room. The learner will be evaluated by a quiz the following day and constant monitoring by the Medical Sales College staff.

Role-play Sales Scenario - Hours: 4.0

Upon successful completion, the learner will evaluate their current selling styles and begin to recognize how a new selling style is needed to succeed in the spine medical device sales industry.

On the first day of the in-house portion, the learner will engage in their first sales scenario role-play in front of the class while being video recorded. This first role-play is designed to create a baseline of selling skill for the learner and the instructor. The instructor will evaluate the learner by their ability to gain favorable attention, conversationally identify needs, deliver a value statement, and advancing the sale forward.

Homework

It is recommended that the learner spend no less than 2.0 hours on this homework assignment.

- Study for the operating room protocol and etiquette quiz given on Tuesday.

Week 5 - Tuesday

Dynamic Psychological Selling® - Hours: 4.5

Upon successful completion, the learner will be able to adopt and perform the Dynamic Psychological Selling® principles needed to succeed in the spine medical device sales industry.

First and foremost the Medical Sales College is a selling program. During this half-day session participants will learn, from founder and author Jim Rogers, the most innovative and successful selling technique available in the medical device sales industry. The learner will be evaluated by quiz the following day and on the ability to utilize **Dynamic Psychological Selling®** during the rest of the program.

Mapping the Sales Call - Hours: 4.5

Upon successful completion, the learner will be able to practice and perform the four selling steps of both a short and long sales call.

Performing in sales call is the key to success in the medical device sales industry. During this program, the student will learn the steps of being successful in both a short and a long sales call. These steps will be reinforced and evaluated by quiz the following day and on the ability to perform the steps during each role-play for the duration of the course.

Homework

It is recommended that the learner spend no less than 4.0 hours on this homework assignment.

- Study to prepare for **Dynamic Psychological Selling®** and **Mapping the Sales Call** quiz.
- Look up definitions for ten vocabulary words in relationship to basic bone biology and be prepared to quizzed on those vocabulary words.
- Review three journal articles or abstracts in relation to basic bone biology.
- Write a paragraph about the findings of each article or abstract.

Week 5 - Wednesday

Basic Bone Biology - Hours: 4.0

Upon successful completion, the learner will be able to describe bone biology and how bone is remodeled and express why bone biology is important to a surgeon.

Fusion is a common surgical treatment for alleviating joint pain. Students will learn how bone fuses and how to have a discussion with a surgeon about fusion. Students will be evaluated by engaging in the role-play scenario in the afternoon and quiz the following day.

Role-Play Sales Scenario - Hours: 4.0

Upon successful completion, the learner will be able to conduct a sales call about a bone biologic product to an instructor acting as a surgeon customer.

Utilizing a company specific biologic (as assigned by the instructor), the learner will engage in a short sales call role-play. Learner will be evaluated by their ability to introduce themselves, create a set-up statement, deliver a value statement, and advance the sale forward.

Homework

It is recommended that the learner spend no less than 2.0 hours on this homework assignment.

- Study for the **Basic Bone Biology** quiz.
- Look up definitions for ten diagnostic imaging vocabulary words and be prepared to be quizzed on those words.

Week 5 - Thursday

Diagnostic Imaging (Radiography and Fluoroscopy, Computed Tomography, Magnetic Resonance Imaging) - Hours: 4.0

Upon completion the learner will be able to distinguish different imaging modalities by sight, describe the characteristics of different imaging modalities and identify bony anatomy on radiography and fluoroscopy.

Diagnostic imaging is one of the first ways the learner can prove that they belong in the operating room environment. Learners will engage in anatomy identification on PowerPoint presentation and actual films of patients. The learner will be evaluated by quiz on the following day.

Role Play Scenario - Value Statement Role-Play - Hours: 4.0

Upon completion the learner will gain experience in assessing products and developing Value Statements, and being able to convey the value of a product to a surgeon.

Using specific surgeon profiles, course participants will use the structured sales call techniques to develop conversationally productive contacts in a realistic selling environment. Sales role-play scenarios are video taped, reviewed and evaluated each day. Peer grading completes the analysis of the effectiveness of each participant's performance.

Homework

It is recommended that the learner spend at least two hours on this homework assignment.

- Study for quiz on Diagnostic Imaging.
- Complete Surgeon Profile Presentation.

Week 5 - Friday

Biologics and Bone Healing - Hours: 4.0

Upon completion course participants will be introduced to the growing array of osteobiologic options available and the basic biology of the bone healing process.

A thorough understanding of how bone forms and the elements of the healing process is the basis for this discussion. The presentation includes the role of mesenchymal cells, osteoclasts, osteoblasts, proteins and growth factors in fracture healing and arthrodesis. Learners will be evaluated on the basis of performance in the following day's quiz.

Individual Presentations - Hours: 4.0

Course participants will become comfortable presenting to a group, sharing any information gathered related to potential surgeon customers.

Participants will have the opportunity to stand in front of peers and present any information gathered about his or her targeted surgeons to the class. They will be evaluated on the quality of the information, the organization and fluidity of the presentation and presentation style, and student feedback.

Homework

It is recommended that the learner spend at least eight hours on this homework assignment.

- Preparation for Week Five Comprehensive Test.
- Trauma Pathology Group Presentations.

Week 6 - Monday

TKA Group Presentations - Hours: 6.0

The learner will demonstrate teamwork, while researching, organizing, and presenting the anatomy of the knee, and the principles of TKA to the rest of the course participants.

Working in groups, course participants will research the soft-tissue and bony anatomy of the knee and total knee arthroplasty, organize the information, and present to the other participants, addressing the needs of the class. Presentations will be followed by instructor-led discussion and feedback on group presentations, including surgical videos to review procedures and anatomy.

Knee Templating - Hours: 2.5

Upon completion, the learner will understand and be able to demonstrate the procedure for templating the knee, and developing a pre-operative plan for surgery.

Course participants will participate in a group discussion about pre-operative planning, and the role it plays in overall success of a surgical procedure. Emphasis will be placed on bony anatomy and identification of landmarks on radiographs and the hands-on application of the principles of templating.

Homework

It is recommended that the learner spend at least two hours on this homework assignment.

- Intro to TKA quiz.

Week 6 - Tuesday

Partial Knee Arthroplasty - Hours: 4.0

Upon completion, the learner will understand and be able to identify the indications for partial knee arthroplasty, and be able to describe the different surgical techniques for performing partial knee arthroplasty.

Course participants will participate in an instructor-led discussion on the principles of partial knee arthroplasty, looking at indications, surgical techniques, philosophies, and understanding the different compartments of the knee and the role of uni-compartmental or bi-compartmental replacement. Surgical videos will be used to reinforce the content and techniques discussed.

Role-Play Scenario - Short Value Statement Role-Play - Hours: 4.0

Upon completion the learner will gain experience in assessing products and developing Value Statements, and being able to convey the value of a product to a surgeon.

Using specific surgeon profiles, course participants will use the structured sales call techniques to develop conversationally productive contacts in a realistic selling environment. Sales role-play scenarios are video taped, reviewed and evaluated each day. Peer grading completes the analysis of the effectiveness of each participant's performance.

Homework

It is recommended that the learner spend at least eight hours on this homework assignment.

- Individual Product Presentations.

Week 6 - Wednesday

TKA Bio-Skills Lab - Hours: 4.0

Course participants will have the opportunity to utilize surgical instrument trays and perform Total Knee and Partial Knee Arthroplasty procedures on saw bone skeletal models simulating actual surgical techniques.

As part of the surgical skills lab, course participants will conduct mock "in service" training on the use of the instruments and explain the features, benefits and objectives of the procedure to his or her peers.

THA Individual Product Presentations - Hours: 3.5

Course participants are expected to identify and evaluate the devices and implants available from manufacturers' web sites and prepare role-play scenarios, which present features and benefits among competing devices.

These presentations are video taped, reviewed and evaluated each day. Peer grading completes the analysis of the effectiveness of each participant's performance.

Homework

It is recommended that the learner spend at least one hour on this homework assignment.

- THA Revision vocabulary.

Week 6 - Thursday

THA Templating - Hours: 2.5

Upon completion, the learner will understand and be able to demonstrate the procedure for templating the hip, and developing a pre-operative plan for surgery.

Course participants will participate in a group discussion about pre-operative planning, and the role it plays in overall success of a surgical procedure. Emphasis will be placed on bony anatomy and identification of landmarks on radiographs and the hands-on application of the principles of templating.

Role Play Scenario - THA Bio-Skills Role-Play - Hours: 4.0

The learner will demonstrate proficiency in setting up a THA case in an OR setting and be able to assist the surgical tech with the technical knowledge necessary to facilitate the procedure.

As part of the bio-skills lab, course participants will conduct mock "in service" training on the use of the instruments and explain the features, benefits and objectives of the procedure to his or her peers.

Homework

- To Be Assigned.

Week 6 - Friday

Foot and Ankle Anatomy - Hours: 4.0

Upon completion course participants will have a thorough understanding of the basic anatomy, pathology, indications, and surgical procedures commonly seen in foot and ankle surgical practices.

This presentation describes common pathology and procedures of the foot and ankle. Of particular focus will be bunionectomy, deformity correction, and stabilization of the lower extremity.

Wrist and Hand Anatomy - Hours: 4.0

Upon completion course participants will have a thorough understanding of the basic anatomy, pathology, indications and surgical procedures commonly seen in wrist and hand surgical practices.

This presentation describes common pathology and fractures to the bones of the hand and wrist. Of particular focus will be distal radius fractures, his or her presentation, classification and the treatment algorithm.

Homework

- To Be Assigned.

Week 7 - Monday

Spine Anatomy - Hours: 2.0

Upon completion the learner will be able to identify and recognize elements of spine anatomy on anatomical drawings, anatomical photographs, and spine models.

To have confidence as a medical device sales rep, the learner must have basic understanding of the spinal anatomy and the surrounding anatomical structures that are important to a medical device representative. Students will be evaluated by a quiz the next day.

Role-Play Sales Scenario - Hours: 4.0

Upon completion the learner will be able conduct a sales call about a spine procedure to an instructor acting as a surgeon customer.

Using a specific company (as assigned by the instructor), the learner will engage in a short sales call role-play. Learner will be evaluated by his or her ability to make introductions, create a set-up statement, deliver a value statement, and advance the sale forward.

Homework

- To Be Assigned.

Week 7 - Tuesday

Interview Skills - Hours: 3.5

Upon completion course participants will be able to utilize dynamic selling skills and meticulous preparation to control the interview process and successfully compete for a medical sales position.

During this session MSC founder and noted author Jim Rogers, will demonstrate his innovative and powerful techniques for managing a successful interview. The discussion focuses on preparation and presentation along with proven sales techniques to stand out in a competitive environment.

Spine Pathologies - Hours: 4.0

Upon completion the learner will be able to distinguish and explain how the different spine pathologies affect a patient.

To have confidence as a medical device sales rep, the learner must have basic understanding of the different spinal pathologies that can affect a patient. Learners will discuss the most prevalent pathologies and which pathologies most lead to a surgical procedure. Students will be evaluated by a quiz the next day.

Homework

- To Be Assigned.

Week 7 - Wednesday

Spine Procedures - Hours: 4.0

Upon completion the learner will be able classify and describe the surgical procedures surgeons perform to treat the different spinal pathology.

To have confidence as a medical device sales rep, the learner must have basic understanding of the most common spine surgery procedures. Learners will discuss surgical procedures and the goals of performing those procedures. Students will be evaluated by a quiz the next day and a role-play the next day.

Role Play Scenario - Hours: 4.0

Upon completion the learner will be able conduct a sales call about a spine procedure to an instructor acting as a surgeon customer.

Using a specific company (as assigned by the instructor), the learner will engage in a short sales call role-play. Learner will be evaluated by his or her ability to make introductions, create a set-up statement, deliver a value statement, and advance the sale forward.

Homework

- To Be Assigned.

Week 7 - Thursday

Long Bone Trauma - Hours: 8.0

The learner will understand the etiology of long bone trauma, including fractures, and the challenges associated with the treatment of such trauma. They will understand the treatment options and when a surgeon might choose a particular solution.

Course participants will research and study long bone trauma, including fractures, focusing on the causes, the treatment options, including principles of IM nailing and plating, and the challenges and complications associated with the surgical treatment for long bone trauma. Course participants will be expected to participate in an Instructor-led discussion.

Homework

- Study for Trauma/IM nailing/Plating quiz.
- Individual Product Presentations.

Week 7 - Friday

Intro to Sports Medicine - Hours: 4.0

Course participants will understand the anatomy and the associated injuries and treatments for soft-tissue injuries of the shoulder and knee.

Course participants will learn and be able to identify the bony and soft-tissue structures of the shoulder and knee, and the injuries that affect these structures, including the mechanisms of injury, diagnosis, operative and non-operative treatment, and challenges and complications. Discussion will be augmented with surgical videos depicting the actual procedures.

Sports Medicine Bio-Skills Lab - Hours: 4.0

Course participants will have the opportunity to utilize surgical instruments tray and perform ACL Reconstructive procedures on saw bone skeletal models simulating actual surgical techniques.

As part of the surgical skills lab, course participants will conduct mock "in-service" training on the use of the instruments and explain the features, benefits and objectives of the procedure to his or her peers.

Homework

- To Be Assigned.

Week 8 - Monday

Business Plan and Territory Management - Hours: 3.5

Upon completion course participants will have sufficient skills to begin developing 30, 60 and 90 business plans with a specific agenda and metrics to accelerate the transition into a new sales territory.

Business plans serve as a guide to productive behaviors intended to accomplish stated objectives. Learners are expected to prepare detailed, well-defined activities during his or her first 90 days of employment that will result in successful progression in his or her assigned territory. Business plans are complimented and augmented by the surgeon profiles and product profiles already accumulated.

Role Play Scenario - Hours: 4.0

Course participants continue to develop sales skills needed to initiate and develop productive conversations with targeted medical professionals.

The presentation is evaluated on the course participant's utilization of the selling techniques to make a favorable impression, identify needs, propose something of value and move the process forward. Sales role-play scenarios are video taped, reviewed and evaluated each day. Peer grading completes the analysis of the effectiveness of each participant's performance.

Homework

It is recommended that the learner spend no less than 2.0 hours on this homework assignment.

- Surgeon and Product Profiles.

Week 8 - Tuesday

Profiling Exercise - Hours: 4.0

Upon successful completion, the learner will be able to discover customer information and build expert customer profiles.

The learner will utilize the rest of the day to make customer contact and build his or her customer profile sheets. The learner will be evaluated by an interview role-play.

Role-Play Scenario - Surgeon Sit-Down Role-Play - Hours: 4.0

Upon completion, the learner will gain experience in assessing products and developing Value Statements, and being able to convey the value of a product to a surgeon.

Using specific surgeon profiles, course participants will use the structured sales call techniques to develop conversationally productive contacts in a realistic selling environment. Sales role-play scenarios are video taped, reviewed and evaluated each day. Peer grading completes the analysis of the effectiveness of each participant's performance.

Homework

- To Be Assigned.

Week 8 - Wednesday

Saw Bones Lab Skills - Hours: 3.5

Course participants will have the opportunity to utilize surgical instrument trays and perform procedures on saw bone skeletal models simulating actual surgical techniques.

As part of the surgical skills lab, course participants will conduct mock "in service" training on the use of the instruments and explain the features, benefits and objectives of the procedure to his or her peers.

Role Play Scenario- Hours: 4.0

Course participants should be able to demonstrate a comprehensive and versatile ability to develop conversations that lead to specific sales objectives within the hospital environment.

This exercise may include instructors playing the role of hospital purchasing managers, executive officers or medical staff. Sales role-play scenarios are video taped, reviewed and evaluated each day. Peer grading completes the analysis of the effectiveness of each participant's performance.

Homework

- To Be Assigned.

Week 8 - Thursday

AdvaMed - Hours 2.0

The learner will understand the AdvaMed Code of Ethics on Interactions with Healthcare Professionals, and the potential legal ramifications.

Course participants will take part in an instructor-led discussion of the AdvaMed Code of Ethics and understand what is and is not appropriate in our day-to-day interactions with health care professionals.

Hospital Orientation - Hours 2.5

Upon completion course participants will understand the protocols of selling in the hospital environment, the duties and responsibilities of various departments, credentialing requirements, inventory maintenance and reporting.

Relationship selling is a vertical process in a hospital environment. This section demonstrates the value of developing professional contact with each hospital department involved in the procurement process, surgical service and sterile processing. Discussion of hospital purchasing agreements is also included.

Comprehensive Course Review - Hours 2.0

Course participants will be guided through a comprehensive review of the course material in preparation for a final examination covering topics included in the course presentations.

Learners will be responsible for content in vocabulary, anatomy, pathology, surgical procedures, and implant options.

Homework

It is recommended that the learner spend at least two hours on this homework assignment.

- Final Role-Play Preparation.

Week 8 - Friday

Role-Play Scenario - Final Surgeon Sit-Down Role-Play - Hours: 4.0

Upon completion the learner will gain experience in assessing products and developing Value Statements, and being able to convey the value of a product to a surgeon.

Using specific surgeon profiles, course participants will use the structured sales call techniques to develop conversationally productive contacts in a realistic selling environment. Sales role-play scenarios are video taped, reviewed and evaluated each day. Peer grading completes the analysis of the effectiveness of each participant's performance.

Graduation

Graduation and Awards Presentation - Graduation Ceremony - Hours: 1.0

Recognition of completion of the program. Valedictorian and MSC Achievement awards are presented to the graduates who demonstrated superior skills, effort and contribution to the course and it's participants.

Course participants will be recognized for his or her hard work and commitment during the previous eight weeks.

Exam Schedule

- 6th Monday
- 7th Monday
- 8th Monday
- 8th Thursday

Quizzes-

- Almost daily. Content that is quizzed upon is listed in the course description