



Best Practices for the Pharmacy Visit

Target Audience

- Medical representatives visiting pharmacies with or without partnering with pharmaceutical representatives

You Will Learn

- **Informational Support**
 - Indications, dosages
 - Proper usage of products
 - Basic visit, product launch, additional product information, product modification information
 - Distribution of pharmacist oriented informational documents
 - Distribution of patient oriented informational documents
- **Information Gathering**
 - Product usage / misuse
 - Monthly sell-out
 - List of potentially interested practitioners



Training Methodology

- One day of instruction with:
 - **The pharmacy on site**
 - How it functions / Methods it uses / Expectations
 - **Context of Communication in a pharmacy**
 - Who to address / What to say
 - Practical case studies / Training
 - **How to deliver information**
 - What is information are compelling to the pharmacist
 - Practical case studies / Training
 - **How to gather information**
 - What information can a pharmacist communicate
 - Practical case studies / Training
- Tracking method during training