

BOSTON

WOMEN IN BUSINESS

Innovative Training Solutions for the Healthcare Industry

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Informa Training Partners Helps Sales Teams Excel

The pharmaceutical company was struggling with how to help its sales representatives gain access to its customers. If they can't get in to see the prescribers, how can they educate them on the clinical advantages of their products? How do representatives get past the gatekeepers who might stand in their way? The company turned to Informa Training Partners for help.

"We talked with the client at length about their challenges and training goals," recalls Managing Partner Jennifer Gulbrand. "Then together we came up with a solution: a customized version of our *Total Office Call Workshop*."

"Calling on physicians that repeatedly deny access wastes a representative's time. They need to consider calling on the entire office staff, all of whom may influence prescription choice to some degree," adds Managing Partner Evelyn Nichols. *The Total Office Call Workshop* allows representatives to step into the shoes of staff members at a physician office and experience the administrative and formulary challenges they face on a daily basis. Through a variety of role-play scenarios, the company's representatives gain the knowledge and skills to build trust and credibility with office staff, gain access to prescribers and deliver targeted messages.

• Diverse Media, Wide-Ranging Expertise

Challenges like this are all in a day's work for the Walpole, Mass.-based company. Informa provides training programs for sales and marketing professionals in the healthcare industry, with a focus on pharmaceutical, biotech and medical device manufacturers. Areas of expertise include clinical, marketplace and managed care training, as well as management development and selling skills. The firm offers both custom solutions and

off-the-shelf products, often tailoring the latter to meet specific client needs.

New products highlighted in a recent issue of the company's Informer newsletter include *Strategic Thinking for Hospital Representatives* and *Selling Specialty Products in Today's Marketplace*, among others. The company also offers a popular series of workshops that focus on bridging the generation gap — between sales representatives and physician customers, trainers and trainees, and sales managers and representatives.

Informa works in a variety of media including print, audio/video, classroom style workshops, Web-based workshops and online eLearning programs. The company also offers such services as curriculum design, workshop facilitation and train-the-trainer sessions, and partners with event planning companies on product launches and training meetings.

The Informa team taps into a wide-ranging network of experts to stay current with the constantly changing healthcare industry. This includes an advisory board of physicians, a nurse, managed-care consultants and other healthcare professionals. They are also active in the Society for Pharmaceutical and Biotech Trainers (SPBT).

• Celebrating 10 Years of Partnership and Success

Business partners since October 1998, Evelyn and Jennifer take pride in the close, long-term relationships they have developed with their clients. "We partner with our customers," Evelyn says. "Before we recommend a product or a program, we take the time to listen, to really understand their needs."

The two partners are also proud of Informa's certification by the Women's Business Enterprise National Council (WBENC). Together they continually strive to maintain an internal culture that fosters collaboration and



Business partners since 1998, Evelyn Nichols (left) and Jennifer Gulbrand (right) pride themselves on the trust and respect they have for each other and their employees, as well as their long-standing relationships with customers and suppliers.

teamwork, open and honest communication, empowerment and accountability. "We value and respect our employees and support their efforts to achieve work-life balance," Jennifer says. "This philosophy spills over into how we treat our customers and vendors. And it's key to our ongoing success and sustainability."

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