

CCPE Introduces

“COMMUNICATING THE VALUE OF INNOVATIVE MEDICINES & VACCINES”



Act as a LEADER

WHAT IS THIS PROGRAM?

Developed in collaboration with *Canada's Research-Based Pharmaceutical Companies (Rx&D)*, this short educational program was designed to help you become an advocate for a great industry. This initiative was developed with every employee in mind to acquire the fundamental notions of what impact the pharmaceutical community and our discoveries have had in Canada. You will be equipped with the meaningful facts and be in better position to talk about it with your family, friends and neighbours.

For all of us who work in the pharmaceutical community, the life sciences sector is a great source of pride, recognition and opportunities for innovation. Rx&D is the national association that represents the over 20,000 highly skilled individuals, like you, who work every day to improve the quality of life of all Canadians and enhance our healthcare system by discovering and developing new medicines and vaccines.

Get the answers to these and other questions:

- How many of us fully realize what our contribution to the healthcare system has been over the years?
- Do we really understand the economic value created by pharmaceutical companies?
- What does it cost to develop a new medicine?
- What are the steps involved in getting a new medicine to market?

WHO SHOULD BE ENROLLED IN THE PROGRAM?

This program was designed as an industry-wide education initiative. Every pharmaceutical employee should be enrolled so we can have the greatest impact on the general population. This VALUE program is broadened to include the complete range of pharmaceutical employees:

- Human Resources
- Finance & Administration
- Information Technology
- Public Relations & Legal Affairs
- Customer Service & Reception
- Logistics & Distribution
- Production & Quality Assurance
- Research & Development
- Maintenance & Security
- Training & Development
- CHE
- Clinical Research
- Medical Information Personnel
- Medical Liaison & Communication
- Regulatory Affairs
- Government Affairs
- Business Intelligence
- Sales & Marketing
- Management
- External Suppliers & Agencies
- Many others

WHAT WILL THE PROGRAM ACHIEVE?

To ensure that **ALL** pharmaceutical workers can represent the pharmaceutical industry's interests positively, you will be able to:

- Define the expectations of a pharmaceutical leader
- Describe the benefits of the pharmaceutical sector on stakeholders
- Recognize opportunities for leaders to play their role
- Generate a sense of pride for all leaders

The outcomes:

- Become aware of their leader's role
- Recognize opportunities to act as leaders
- Provide tools to enable leaders to act
- Describe the benefits of pharmaceuticals to the Canadian population, including relatives, friends and neighbors
- Prepare questions for the leaders to ask, to change perceptions

HOW IS THE PROGRAM DELIVERED?

With the high level of turbulence within the healthcare sector, the pharmaceutical community would benefit from implementing this program as soon as possible.

The program takes only a few hours to complete:

Step 1 - Acquiring knowledge (2.5 hours)

Pre-test and self study

Step 2 - Understanding the expected behaviours (1 hour)

Web-based simulation

Step 3 - Assessing (20 minutes)

Web-based test

*Step 4 - Developing the expected behaviours (1 hour)

Classroom reinforcement and job aids

*Step 5 - Creating the desired impact

Acting as a leader

* For Corporate Groups Only

HOW CAN YOU FULLY ENJOY THIS PROGRAM?

For assistance throughout this program please contact CCPE at **514-333-8362** or **1-888-333-8362**.