The goal of the CNPR Training Program is to prepare candidates for a career in pharmaceutical sales. A CNPR™ (Certified National Pharmaceutical Representative) is a federally trademarked certification which can be obtained by acquiring the necessary knowledge in pharmacology, medical terminology, physiology, and regulations for selling pharmaceuticals. The CNPR™ examination is dedicated to increasing the professional level of NAPSR™ (National Association of Pharmaceutical Sales Representatives™) members and to developing meaningful and ethical standards fully accepted by its members and members of the pharmaceutical community.

**BENEFITS TO YOUR ORGANIZATION**
- Enhances understanding of the pharmaceutical industry and its selling process
- Develops knowledge in clinical pharmacology, physiology, and medical terminology
- Leads to Certified National Pharmaceutical Representative Certification

**COURSE OBJECTIVES**
- Understand all pharmaceutical terms, definitions, and abbreviations needed to sell pharmaceuticals and have the necessary medical terminology
- Learn the overview of the pharmaceutical industry, major product lines, and therapeutic categories
- Understand the FDA’s role in the industry, laws enforced by the FDA, the Hatch-Waxman Act, and regulatory compliance in drug labeling and promotion
- Learn Medicare/Medicaid issues and how they effect the selling process
- Understand the research and development of new drugs, stages and timelines of new drug development, and clinical trials
- Learn about patents, patent extensions, generic drugs, US drug distribution channels, manufacture/distributor relationships, and distributor/retail relationships
- Train on government reimbursement programs, drug discount cards, major concepts and components of managed care, main stakeholders in the managed care marketplace, drug marketing, and group purchasing organizations
- Learn about pharmaceutical sales territory, call planning and record keeping, appointment calls/impromptu calls, strategies for no see offices, and down time strategies
- Learn how to effectively use sales brochures and support literature, how to sell new products versus established products, prepare for hospital calls, security concerns of a hospital, and sampling rules in hospitals
- Be prepared to properly comment on competing pharmaceutical products, effective drug sample positioning, citing clinical studies and trials, closing sales, exhibit preparation, and how to communicate with a district manager
- Be prepared to take the CNPR certification exam

**TRAINING DESCRIPTION AND MATERIALS**
Online course supported by a trained instructor. No special computer requirements other than Internet access and email capabilities. The following textbooks are provided: The Pharmacy Technician: A Comprehensive Approach; Math for Meds: Dosages and Solutions; Pharmacology for Technicians; Pharmacology for Technicians Workbook; and Pharmacology for Technicians Workbook.

**HOURS AND COST**
Your Certified National Pharmaceutical Representative training course includes 120 contact hours of online training for up to 1 employee. Pricing includes training administration, instruction, and specified participant texts.

Suggested Retail Price: $1,595
(Additional participants may be available at an additional cost)

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For additional information or to order this course, please contact your account manager.