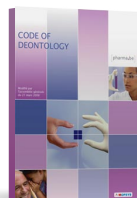


E-learning deontology



3 hours of training
 Content validated by [pharma.be]
 Assessment (120 quizzes)
 Highly interactive



Basic rules
 Application field,
 ...



Communications
 Privacy, samples,
 ...



Relations with healthcare professionals
 Meetings, key opinion leader,
 ...



Relations with patient organisations
 Sponsoring, publications,
 ...

Themes

The e-learning deontology covers the activities of representatives, including detail aids and other printed material used by representatives, the supply of samples, the provision of hospitality, promotional meetings, the sponsorship of scientific and other meetings, including payment of travelling and accommodation expenses, all other sales promotion, including exhibitions, electronic media and the internet, the provision of information to the public about prescription only medicines and pharmaceutical companies relations with patient organisations...

Solution

Basic



Professional





E-learning deontology

Basic

Professional

Solution		
Solution Access	pharma.be website	Extranet of company

Content		
Content	Code of deontology	Code of deontology
Validation by	pharma.be	pharma.be
Language	NL / FR	NL / FR
Add-ons / Upgrade	No	Yes (e.g. scientific content)
Assessments access	No	Yes
Certification	No	Yes

Computer science		
Management	No	MOPSYS / Pharmaceutical Company
LMS	No	Yes
Helpdesk	pharma.be	E-Mail & Phone
Look & Feel	pharma.be	pharma.be / Customized

User		
Registration	No	Yes
Tutoring	No	Supervised
User Training	No	Yes

Management		
Reporting & support	No	Full reporting

E-learning déontologie

Contenu (version professionnelle)

Déontologie : règles de base



- Champ d'application
- La hiérarchie des normes
- Service scientifique
- Responsabilité
- Matériel visuel
- Destinataire
- Image du secteur

+Tests

Communication : règles de base



- Communication orale et écrite
- Echantillons
- Manifestation scientifique
- Diffusion d'informations lors de manifestations
- Utilisation de moyens audiovisuels
- Subventions, subsides et sponsoring

+Tests



Relations avec les professionnels de la santé : règles spécifiques



- Primes et avantages
- But des conventions
- Règles des conventions
- Etudes de marché
- Manifestations scientifiques
- Études non interventionnelles

+Tests

Relations avec les organisations de patient : règles spécifiques



- Définition
- Conditions
- Utilisation des logos
- Indépendance
- Publication
- Sponsoring

+Tests

