

—HEALTH CARE INDUSTRY WORKSHOP—

Today's sales reps must ascend beyond just the traditional sales pitch and sample drops as it does not work anymore. By expanding their scientific knowledge and knowledge of business issues, they will gain more quality time with their clients.
Yanis Saradjian

Do you need to fast track your new sales, marketing and market access representatives into the industry or simply update your entire team??

Empower your people

through educating them on the South African Health Care environment, all the role players and their relationships, legislative frameworks, healthcare financing, health technology assessment, reimbursement models, managed health care etc, and using these learnings to make informed strategic decisions.

Workshop Objectives

- To understand health care industry structure and dynamics.
- To understand public and private sector healthcare funding, incl NHI and recent policies on pricing and fees.
- To understand the legislative environment.
- To understand the principles of Health Technology Assessment
- To learn how to develop a market access strategy.
- To develop strategies for selling in this environment.
- To empower company personnel to assist customers in daily decision making.
- To align marketing, sales and market access strategies.

A menu of topics may be selected to meet specific company objectives and requirements — please ask!

Workshop Facilitators

Mark Brand

Brandtech Healthcare Technology Consulting cc



Mark's MBA in Strategic Marketing (UK) is backed by 25 years' experience in marketing, sales and market access strategy in the South African health care industry, predominantly with medical devices. This includes assignments with multi-national companies distributors, managed care organisations, medical schemes, NGOs and independent practitioner associations. Mark owns Brandtech, a strategy and market access consultancy.

Elsabe Klinck

Elsabé Klinck Consulting cc

Elsabe, who holds B.Juris, LLB, BA Hons and BA Health Sciences (Applied Psychology) degrees, has been in the health sector since 2001. She has a keen understanding of how to apply health law, policy and ethics to the benefit of clients. She has published and spoken widely on issues affecting health sector stakeholders.



For more information contact: Mark bthealth@mweb.co.za or call 082 416 1221
Elsabe elsabe@ekconsulting.co.za or call 071 607 2752

Time: 08.30 - 16h30

Workshops may be held at company premises or venue of choice (eg at conference) or individual delegates may register on scheduled dates as indicated below.

**Navigating the South
African Health Care
Environment**



Next Dates:

15 Feb 2011

23 March 2011

20 April 2011

Fees and registration:

Individual delegates:

(minimum 10 pax)

R1800— (excl. VAT) per delegate

(includes all materials, refreshments and lunch)

Company groups :

R18000— (excl. VAT) per group

(maximum 15 pax on site)

Contact: Mark 082-416 1221

Please note payment secures registration

Workshop venue:

Coloplast (Training Institute)

Van Reenen Road

Woodmead Office Park

Saddle Drive, Woodmead

Tel 011 802 2943