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Virtual Preceptorships: An Immersive Approach to Clinical Knowledge

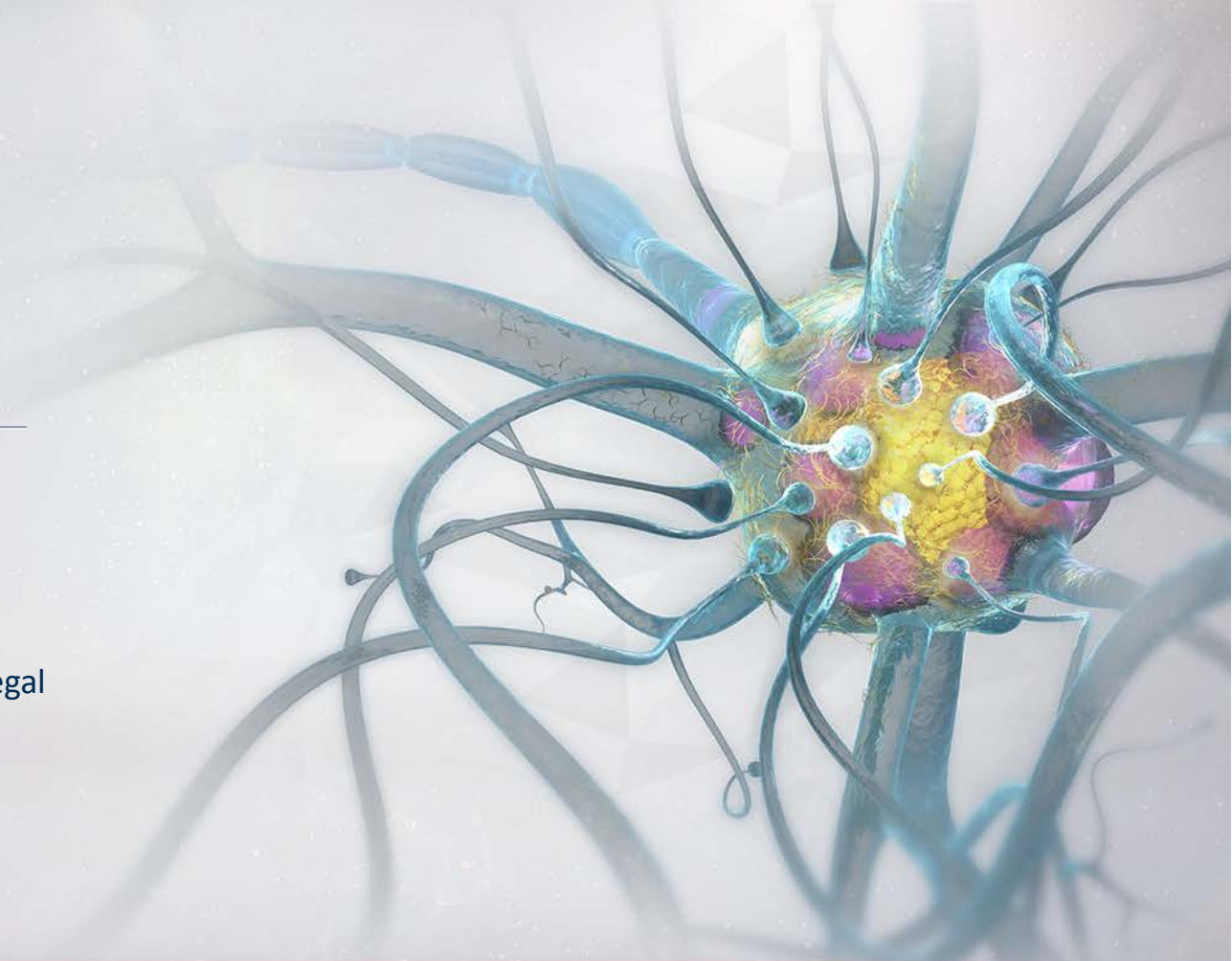
Welcome!

William Garner

President and Chief Creative Officer,
Tipping Point Media, LLC

Agenda / Objectives:

- ▶ Demonstrate types of virtual preceptorships
- ▶ Explain how to address medical / legal review effectively
- ▶ Q&A



Purpose of a Virtual Preceptorship

- ▶ How to prepare sales representative to:
 - ▶ Engage in robust dialogue with physicians
 - ▶ Enhance their knowledge of disease state and treatment decisions
- ▶ Replicate the experience of a preceptorship in a virtual environment

REFERENCES TRANSCRIPT VIRTUAL PRECEPTORSHIP GLOSSARY NEXT ▶

EXPERIENCE:
25 years experience in Rheumatology

PRACTICE:
Privately operated rheumatology practice

AGENDA:
New patient, James Wagner

AFTER COMPLETING THIS VIRTUAL PRECEPTORSHIP, YOU'LL BE ABLE TO:

- ▶ Recognize the way in which physicians apply differential diagnosis to arrive at a definitive diagnosis for a patient.
- ▶ Identify the treatment decisions physicians make and the rationale they use in making them.
- ▶ Explain how physicians refine treatment decisions in light of disease progression, patient tolerance for treatment, and other new information.

Dr. Robert Owens
RHEUMATOLOGIST

TPM ▶

DEMO

Medical / Legal Review

- ▶ Design scenarios that are:
 - ▶ Realistic
 - ▶ Medically accurate
 - ▶ Compliant
 - ▶ How to address possible non-compliance in dialogue
 - ▶ Disclaimers
 - ▶ Providing correct answers



FINAL Q&A AND YOUR THOUGHTS



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Thank You

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