



# International

Pharmwiz International training programs are designed to deliver improved proficiencies in Good Evidential Practices (or GEvP) enabling students to perform to a higher standard of compliance in relation to company objectives, industry standards and guidelines.

As a specialist life science advisory and training firm, Pharmwiz is able to put the theoretical into the practical or applied industry context. Pharmwiz can also customise by topical area, chosen company papers relevant to specific therapeutics or apply the teachings to company projects into its training program content.

The Pharmwiz training academy is staffed from leading tertiary and research centres including; Melbourne University, Sydney University, University of New South Wales, Auckland University, London School of Hygiene & Tropical Medicine and Imperial College of London as well as leading practitioners, decision makers and pharmaceutical professionals.

Currently, instructor-led and in-house programs are available in Asia Pacific, UK, EU, Canada, USA and South Africa. Most subject areas are run a number of times each year. For more information on our programs and public training schedules by country please contact Pharmwiz International.

	PROGRAM DESCRIPTION	2010 SCHEDULE
<p>PC Representatives Specialist Representatives Sales Managers Product Managers Regulatory Affairs Health Economics Clinical Research Medical Information Business Development Training Managers</p> <p><b>Assessor™ (Core)</b></p>	<p>The challenge facing management is being able to assess the effectiveness of their training and correlating this with improved commercial outcomes. This is why Pharmwiz, in collaboration with Industry and its academic partners, has developed the <b>Assessor™</b> training assessment &amp; evaluation tool. Through the <b>Assessor™</b> pharmaceutical testing standard your organisation can assess the standard in scientific proficiency gained through its ongoing training and professional development.</p>	<p><b>Convenient on-line assessment</b> 30 mins duration.</p>
<p><b>FOUNDATION WORKSHOPS IN GEvP - INSTRUCTOR-LED</b></p>		
<p><b>What's the Evidence?® (Conference)</b></p>	<p><b>4 hour introductory conference workshop version</b> Ideal introduction to RCTs, errors &amp; biases, key statistics, and principles of critical appraisal &amp; their application to pivotal studies-good preparation towards launch of new products/studies.</p>	<p><b>In-house / conference</b> with own studies.</p>
<p><b>What's the Evidence?® (Core)</b></p>	<p><b>1 day introductory workshop</b> Introductory workshop pitched at basic plus level on RCTs, errors &amp; biases, key statistics, and principles of critical appraisal &amp; their application to pivotal studies-good preparation towards launch of new products/studies.</p>	<p><b>In-house / conference</b> with own studies &amp; Open Program</p>
<p><b>What's the Evidence?® (Complete)</b></p>	<p><b>2 day orientation workshop</b> Optimal entry level workshop for most marketing and medical affairs professionals to study designs, errors &amp; biases, statistics, and principles of critical appraisal - and their application to pivotal studies. Entry point also to Pharmwiz vocational program <b>Applying the Evidence®</b>.</p>	<p><b>In-house</b> with own studies &amp; Open Program</p>
<p>SALES &amp; MARKETING    MEDICAL AFFAIRS    BUSINESS DEVELOPMENT    TRAINING MANAGERS</p>		

<b>What's the Evidence?® (Customised)</b>	<p><b>0.5, 1 &amp; 2 days customised workshops</b>                  Depending on client needs Pharmwiz can customise the <b>What's the Evidence?®</b> training programs to reference product examples and papers pertinent to current marketing focus and perform contextual analysis &amp; KSM formulation. Pharmwiz employ a cut down methodology which leads to the KSM derivation and which also highlight the merits of evidence with any important qualifications that need to be understood in using these papers to sell the respective company products. This can be particularly useful for sales force training around times of new product introductions or a changing competitive landscape.</p>	<p><b>In-house / conference /</b> with own studies &amp; material.</p>
<b>Turning Evidence into Strategic &amp; Competitive Advantage™</b>	<p><b>1 day orientation workshop</b>                  How to optimise the use of Evidence for commercial advantage using Pharmwiz's Evidence-based tools to: Validate robustness of pivotal clinical trial; Compare results from different clinical trials; Validate product claims of target products and those of its comparator/s.</p>	<p><b>In-house</b> with own studies &amp; Open Program</p>
<b>Foundations of Economic Evaluation in Health Care</b>	<p><b>1 day foundation workshop</b>                  Applied introduction to health economics, rationale &amp; methodology of economic evaluation in health care. Includes discussion of the main types of economic evaluations, design features of studies, such as costing methods, integrating economic analysis with clinical trials and cost effectiveness approaches. Also, given the increasing evidential demands by healthcare decision makers, such as the PBAC &amp; MSAC, there will be in-depth discussion of official requirements and the perspective of decision makers. The workshop fee includes a copy of the 3rd edition of <i>'Methods for the Economic Evaluation of Health Care Programmes'</i> by Michael Drummond and others.</p>	<p><b>In-house</b> with own studies &amp; Open Program</p>
<b>The Medicine of Oncology</b>	<p><b>1 day orientation workshop</b></p> <ul style="list-style-type: none"> <li>• Basic Biology - cell signalling mechanisms, generators of key factors, angiogenesis, common targets.</li> <li>• Customised to participants through use of Broad understanding of Oncology trials, their development and the difference between other types of trials.</li> <li>• Clinical - common approaches to treatment &amp; interventions, cancer biology &amp; interventions for major cancers.</li> <li>• The Regulators' Approach to the Evaluation of Cancer Drugs.</li> </ul>	<p><b>In-house</b> with own studies &amp; Open Program</p>

**NEW**

**FOUNDATION WORKSHOPS IN GEvP - E-LEARNING**

**What's the Evidence?® Online Series**

Refresher courses in the core competencies covered by the 1 day WTE workshops and are divided into four modules of approximately 40-90 minutes each, excluding the quizzes and hyper link viewings.

**Module 1:** Essential evidential concepts and language, nature and importance of evidence and its relevance to the respective profession

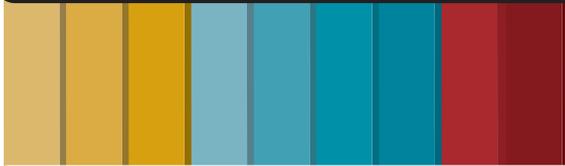
**Module 2:** Study Design types & limitations, errors & biases

**Module 3:** Statistical inference and analyses.

**Module 4:** A systematic approach to critical appraisal of published research

**E-Learning**

**My Journal Club™  
 (MJC) - putting theory into practice**

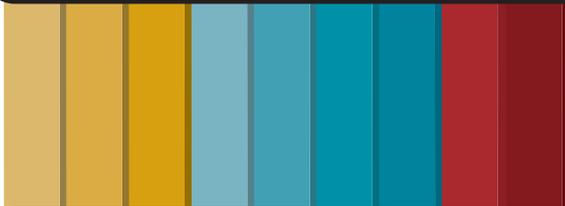


Students learn how to systematically critically appraise clinical studies using company chosen papers via a structured Q&A format. Over time a library of on-line references are built up for future training & learning requirements- very supportive of new marketing initiatives.  
 The people most suited for these programs are first 4 personnel (from LHS) on our chart.

E-Learning

**COMPETENCY PROGRAMS IN GEvP**

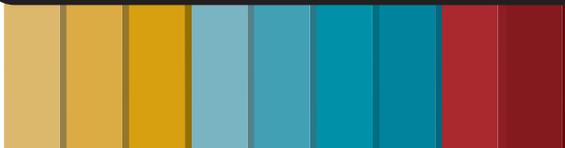
**Study Design & Interpretation**



**3 - 4 weeks online blended learning course**  
 Overview of all the major study designs of importance in evidence-based medicine, including a detailed look at the biases that can be introduced through the study design and conduct. This course also takes you through systematic reviews and introduces meta-analyses, and the potential biases that need to be considered in the review context.

In-house and Open Program. Flexible study timelines.

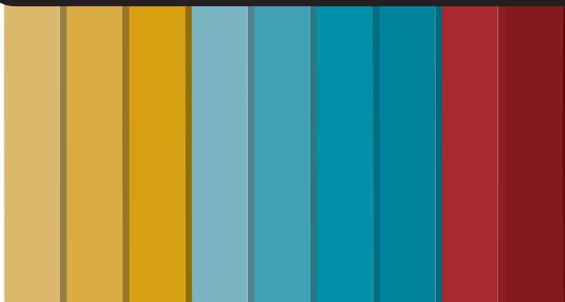
**Advanced Introduction to Biostatistics**



**6 weeks online blended learning course**  
 Comprehensive introduction to the methods used in biomedical statistics. Designed to introduce the concepts behind the major statistical methods commonly presented in research papers and to impart core computations of statistical analysis.

In-house and Open Program. Flexible study timelines.

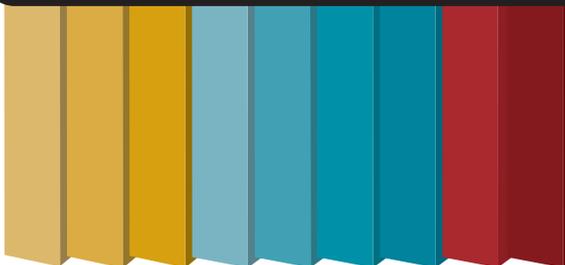
**Advanced Critical Appraisal**



**3 - 4 weeks online blended learning course**  
 Whilst RCTs and meta-analyses are commonly perceived as the gold standard in study designs, often we have variable evidence with which to make our case. ACC takes the student through a systematic and comprehensive approach to reading and appraising the quality of any published medical research. Commencing with RCTs extending to Cohort Studies (single, multiple, prospective, retrospective, ambispective) and Case-Control studies, you will gain expertise in applying the available evidence to your research question.

In-house and Open Program. Flexible study timelines.

**Applying the Evidence™**



**Vocational program in Good Evidential Practice (GEvP)**  
 Blended learning program in Good Evidential Practice (GEvP) designed to give participants advanced tertiary level training and proficiency in the interpretation and application of scientific evidence to the Pharmaceutical and Allied Industries commercial arenas. Modular curriculum design with the flexibility to tailor different training options to fit personal circumstances and vocational requirements.

In-house and Open Program. Flexible study timelines.

