



PERFORMANCE • FULFILLMENT • RESULTS

Wilson Learning supports Health Care Providers (HCPs) by delivering novel approaches to integrating skills which will enhance their ability to more effectively communicate, educate and consult with patients. Patients have never before been exposed to the abundance of information now available to them. The Internet and direct-to-consumer (DTC) advertising have created many treatment options in the mind of the patient. With these advances, the decisions facing physicians, nurses and other HCPs are more complex and the HCP-patient relationship has evolved considerably.

How will the healthcare industry respond to the challenge of educating their patients? Only 17% of American medical students surveyed in a recent study are satisfied with the options their institutions have made available to prepare them for the things they need to know to keep up with a rapidly changing patient-centric healthcare environment.

With Wilson Learning, HCPs will be able to:

- Support new educational guidelines set by the FDA's Division of Drug Marketing, Advertising and Communications (DDMAC), (which now more strictly regulates direct-to-consumer (DTC) efforts and asks HCPs to take a larger role in educating and consulting with their patients)
- More effectively communicate with their patients
- Apply versatility to different types of patient styles
- Positively influence patient compliance
- Create added value by uncovering the needs of patients and how therapy will impact them
- Quickly establish trust and credibility with patients and their family
- Motivate patients to action in partnering with HCPs regarding their care

Some of the programs that Wilson Learning offers HCPs:

- Communicating with Patients
- Consulting with Patients
- Patient Focused Consulting
- Influencing Patient Compliance

WILSON LEARNING WORLDWIDE

www.wilsonlearning.com

800.328.7937

If you are a physician, resident, nurse or any other health care provider that interfaces with patients, our new suite of learning programs developed exclusively for health care providers (HCPs), will enable you to more effectively advocate on behalf of your patients.

Today, Wilson Learning works with more than 27 large pharmaceutical companies from around the globe. Suffice it to say that we have the industry experience and know-how to help you ensure maximum return on each new product.

