



FOR IMMEDIATE RELEASE: CONTACT: Allison Hannon, Proficient Learning, LLC
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Proficient Learning Extends Hospital Sales Training Solution with C-suite Selling Workshop

Wilmington, NC, November 5, 2009 - Effective today, Proficient Learning has launched a new, Hospital Sales Training Workshop: *Influencing the Hospital C-suite*.

As hospitals continue to find themselves under increasing financial pressure, their management teams are looking to all areas for improved outcomes, efficiency, and business impact. Understanding the business model, management metrics, vernacular, and responsibilities of C-level hospital executives is essential to maximizing both utilization and outflow opportunities.

The C-suite workshop reinforces Proficient Learning's Hospital Training Solution with a strategic view of executive priorities, business decision drivers, and linkages to product sales strategies. Upon completion of the C-Suite workshop, representatives will be equipped to communicate the value proposition of their company and product in terms of their customers' business priorities.

A unique feature of this workshop is the co-facilitation by former hospital CEO, Barbara Biehner, who serves as an executive advisor to Proficient Learning. Ms. Biehner draws on her 25+ years of executive level hospital leadership experience to provide real-life perspective on operational & clinical selling challenges through a series of interactive Q&A "chalk talks" integrated throughout the program.

“The C-suite program represents a significant step forward in cultivating a strategic awareness of the opportunities and risks for products being sold in the hospital. This workshop provides hospital representatives with a unique opportunity to interact with C-level hospital executives and develop far more effective sales strategies based on the priorities of their customers’ senior management teams,” according to Pamela Marinko, CEO of Proficient Learning.

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The Proficient Hospital Training Solution

Hospital Selling Environment

- Navigating the Pharmacy & Therapeutics (P&T) Committee ^(e)
- The Patient Journey - Hospital ^(customized eModule)
- Introduction to the Hospital Selling Environment ⁽ⁱ⁾
- Introduction to the VA Selling Environment ⁽ⁱ⁾
- Delivering an Effective In-Service ^(e)

Hospital Selling Strategy

- Hospital Account Strategy and Business Planning (i)
- Institutional Purchasing & Reimbursement Processes (i)
- Navigating Materials Management (e)

Advanced Planning & Selling Skills for Hospital Representatives

- Influencing the C-Suite - Advanced Hospital Business Acumen (i)
- C-Suite Simulation (i)
- P&T Formulary Approval Simulation (i)

⁽ⁱ⁾ *Instructor-led workshop*

^(e) *eModule*

With Proficient Learning, Off the Shelf Doesn't Mean Generic

Proficient Learning’s unique customization methodology ensures that each program is adapted

to your selling environment, branding, product, and disease state. Our rapid implementation process enables you to deliver high-quality training solutions that look, feel, and work like custom-developed training.

About Proficient Learning, LLC

Proficient Learning provides best-in-class sales training solutions to specialty pharmaceutical, bioscience, and medical device companies. The company develops and delivers innovative training for specialty sales professionals who are expected to provide more patient-centric value to their physicians. For additional information on Proficient Learning programs, contact Allison Hannon at allison.hannon@proficientlearning.com.

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Setting the Standard in *Specialty* Sales Training

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