



FOR IMMEDIATE RELEASE: CONTACT: Allison Hannon, Proficient Learning, LLC
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Proficient Learning Launches Comprehensive Hospital Sales Training Solution

Wilmington, NC, July 9, 2009 - Effective today, Proficient Learning has launched a new, comprehensive Hospital Sales Training Program: The Business of Selling to Hospitals.

Hospitals continue to be one of the most complex selling environments in healthcare. Hospital representatives face a wide range of issues including how their product is purchased, ordered, and administered in the hospital. Our Hospital Training Solution offers programs for new and experienced sales reps.

“Our hospital training portfolio is designed to equip representatives with the business acumen and strategic planning skills needed to succeed in their accounts and increase market share. The real payback to customers is the resulting ability to simultaneously improve patient outcomes, help hospitals meet their business goals, and increase sales” according to Pamela Marinko, CEO of Proficient Learning.

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

- Selling to 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 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.

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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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