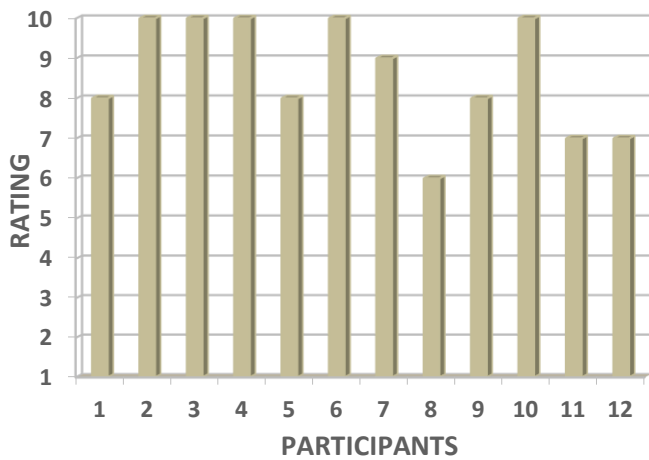


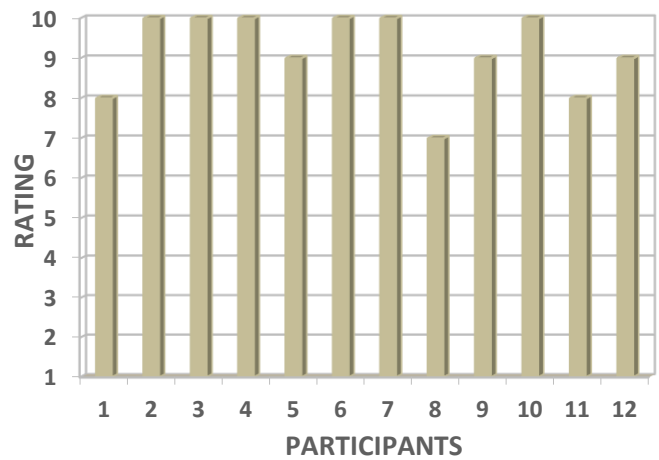
Clinical Papers Workshop

October 2016 – Participants’ Feedback

Overall Assessment of the WORKSHOP



Overall Assessment of the TRAINER



What was your overall assessment of the workshop?

Average: 8.6 Range: 6-10

- A very good workshop especially considering interruptions and a mixture of experience
- Very beneficial having the jargon explained/defined
- Questioning/role playing was great
- Very worthwhile
- Thought it was really good, just a long day
- Including the pharmacy team made the afternoon quite disjointed. Still great though.
- Covered all the important parts
- Created plenty of clarity on key terms
- Team is more confident
- Would have been helpful if we utilised papers in the role plays

What was your overall assessment of the trainer?

Average: 9.17 Range: 7-10

- A delightful, organized calm presenter
- Clear, concise, catered to everyone’s needs
- Made time for everyone
- Engaging, outgoing, great presenter
- Very engaging
- Very personable, interested in your development
- Very clear and concise, FUN!!
- Engaging right throughout the day
- You were great!
- Fun and thorough
- Knowledgeable, gave us great insight into potential customer views on clinical papers. Tied that into selling. Made it a fun and engaging environment
- Kass was a great presenter
- Very engaging and helpful

What parts of the workshop were of most value to you?

- Consistency of Publication Structure
- Powering – P Value and Confidence Intervals
- Assessing a paper
- Definitions in paper, how to break it down
- How to ask effective questions
- How to make a difference to the Doctor
- Role playing
- Questioning section
- All of it
- Fresh eyes on clinical papers invigorated interest and how it fits into my job
- How to critique clinical papers, key terminology and selling role play
- Definitions in clinical papers
- Questioning techniques
- Really beneficial day overall – covered key points so that I know I can be confident when reading clinical papers and talking about them to customers.
- Learning about different types of questions and how it relates to benefit selling
- Awareness of two sides to our clinical papers, anticipate where objections may arise.
- Questioning and answering to uncover and address needs
- Learning and terminology and how to dissect papers
- Being introduced to the different types of questions