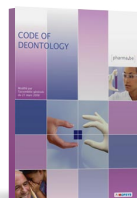


## E-learning deontology



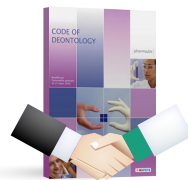
3 hours of training  
 Content validated by [pharma.be]  
 Assessment (120 quizzes)  
 Highly interactive



**Basic rules**  
 Application field,  
 ...



**Communications**  
 Privacy, samples,  
 ...



**Relations with  
 healthcare professionals**  
 Meetings, key opinion leader,  
 ...



**Relations with  
 patient organisations**  
 Sponsoring, publications,  
 ...

## Themes

The e-learning deontology covers the activities of representatives, including detail aids and other printed material used by representatives, the supply of samples, the provision of hospitality, promotional meetings, the sponsorship of scientific and other meetings, including payment of travelling and accommodation expenses, all other sales promotion, including exhibitions, electronic media and the internet, the provision of information to the public about prescription only medicines and pharmaceutical companies relations with patient organisations...

## Solution

Basic



Professional





## E-learning deontology

### Basic

### Professional

#### Solution

<b>Solution Access</b>	pharma.be website	Extranet of company
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#### Content

<b>Content</b>	Code of deontology	Code of deontology
<b>Validation by</b>	pharma.be	pharma.be
<b>Language</b>	NL / FR	NL / FR
<b>Add-ons / Upgrade</b>	No	Yes (e.g. scientific content)
<b>Assessments access</b>	No	Yes
<b>Certification</b>	No	Yes

#### Computer science

<b>Management</b>	No	MOPSYS / Pharmaceutical Company
<b>LMS</b>	No	Yes
<b>Helpdesk</b>	pharma.be	E-Mail & Phone
<b>Look &amp; Feel</b>	pharma.be	pharma.be / Customized

#### User

<b>Registration</b>	No	Yes
<b>Tutoring</b>	No	Supervised
<b>User Training</b>	No	Yes

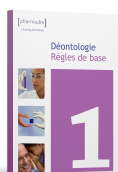
#### Management

<b>Reporting &amp; support</b>	No	Full reporting
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# E-learning deontologie

## Inhoud (professionele versie)

### Deontologie: basisregels



- Toepassingsgebied
- De hiërarchie van de normen
- Wetenschappelijke dienst
- Verantwoordelijkheid
- Beeldmateriaal
- Bestemming
- Het imago van de sector

+Tests



### Communicatie: basisregels



- Mondelinge mededelingen
- Monsters
- Wetenschappelijke manifestaties
- Verspreiding van informatie op manifestaties
- Gebruik van audiovisuele middelen
- Toelagen, subsidies en sponsoring

+Tests



### Relaties met beroepsbeoefenaars: specifieke regels



- Premies en voordelen
- Doel van overeenkomsten
- Algemene regels
- Marktonderzoek
- Wetenschappelijke manifestatie
- Niet-interventionele studies

+Tests



### Relaties met patiëntenorganisaties: specifieke regels



- Definitie
- Voorwaarden
- Het gebruik van logo's
- Onafhankelijkheid
- Publicatie
- Sponsoring

+Tests

