

## Program Lessons

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## PI Impact!™

### Mastering and Selling with the Package Insert

The package insert is viewed by physicians and other healthcare practitioners as a comprehensive and unbiased guide to the safe and effective use of a drug or biological product. You can greatly enhance the success of your sales professionals by ensuring that they thoroughly understand their product PIs and can communicate this information effectively.

**PI Impact!** *Mastering and Selling with the Package Insert*, addresses this critical need by providing a visual and dynamic guide to the contents and organization of the PI. Using engaging interactivity, compelling graphics, annotated PI excerpts, and useful sales tips, **PI Impact!** provides sales professionals with the foundation they need to effectively understand and sell their products.

The screenshot displays the **PI Impact!** software interface. The main window shows a slide titled "Pregnancy Categories" with a table of data. A sidebar on the left lists various topics like Highlights, Contents, Description, Clinical Pharmacology, etc. A "Sales Tips" pop-up window is visible in the foreground, and a "FDA Revisions, 2006" pop-up is also present.

	Animal Studies	Clinical Studies	Population Investigations	Risk/Benefit
<b>A</b>	no increased risk to fetus	no studies conducted		benefit outweighs risk
<b>B</b>	demonstration of fetal abnormalities	no studies conducted		benefit outweighs risk
<b>C</b>	no increased risk to fetus	no studies conducted		benefit outweighs risk
<b>D</b>	increased risk to fetus	no studies conducted		benefit may outweigh risks
<b>X</b>	no increased risk to fetus in any trimester	no studies conducted		benefits may outweigh risks

**FDAs Revisions, 2006**

ORIGINAL	REVISED
PRECAUTIONS Pregnancy	USE IN SPECIFIC POPULATIONS Pregnancy

**pregnancy category B**

Pregnancy category B: Animal reproduction studies failed to demonstrate fetal harm, but no adequate, well-controlled clinical studies in pregnant women were conducted.

Pregnancy category B drugs should be used during pregnancy only if clearly needed.

**Sales Tips**

- If your product is prescribed to women of child-bearing age, you should know its potential teratogenic and nonteratogenic effects as well as its assigned pregnancy category.
- Be prepared to communicate this information to both physicians and pharmacists so that they can appropriately counsel patients who are pregnant or who may become pregnant.

The Sales Tips feature helps representatives understand how the information in each lesson relates directly to them.

**PI Impact!** is designed to enable your new hires to master key concepts quickly and efficiently. Experienced sales representatives also can benefit from this program.

A 25-question **Assessment** is provided to evaluate each representative's mastery of the program's learning objectives. Results can be sent to management for tracking, or the assessment content can be incorporated into your company's learning management system (LMS) for online testing and management.

Annotated PIs for each of your company's products can be easily incorporated into **PI Impact!** This provides an integrated and interactive learning platform for comprehensive training on all of your product PIs.

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