

CCPE Classic

What's In It for the Industry?

Talking with Marc Lalande, Incoming General Manager

What attracted you to this position?

I have always been attracted by challenges, especially when learning is involved. This is exactly what this position has to offer. Created 35 years ago, the Council has become the accreditation reference in our industry for health-care distance learning courses.

What are the challenges ahead?

As part of our recent five-year strategic plan, we will expand our focus to include the needs of the biotechnology sector. We will become more involved with e-learning and testing (Internet assessment). We will be developing new competency-based courses and programs addressing critical issues, such as evidence-based medicine and ethics.

Being a non-profit organization, we need to increase our source of revenue in order to continuously fund new course development. To do this, we will become more promotional, enhance our exposure, and increase our networking activities.

What is new at CCPE?

CCPE's mission is to provide educational programs to establish improved professional standards within the Canadian pharmaceutical industry so it can better meet the needs and expectations of internal and external stakeholders. Any new projects will have to be aligned with this mission.

Introduced three years ago, the CHE course has quickly become one of our most popular programs. The unique design of this course allows participants to learn while implementing their own CHE program and being tested on the practical applications of what they have learned. In light of a more restrictive Rx&D code, this course is likely to attract a wider audience.

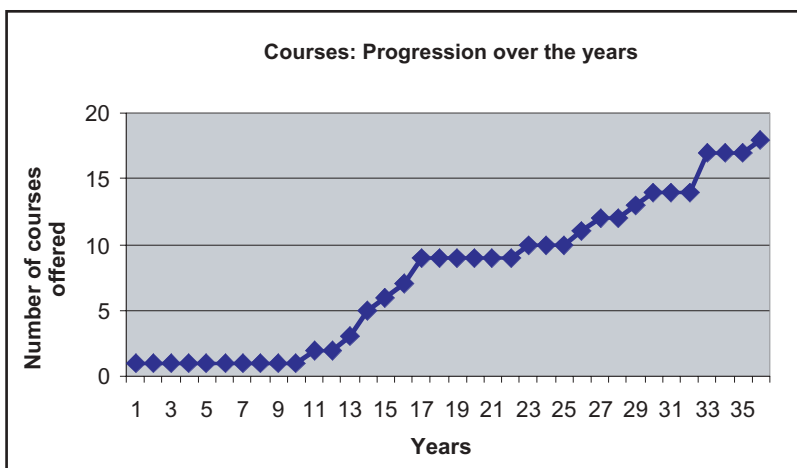


Figure 1. The evolution of courses offered since the creation of CCPE 35 years ago.

In 2002, CCPE offered course participants the opportunity to write their exams online as an alternative to attending one of Canada's 16 universities. This approach now supports more than 73% of all exams written.

In September, we will introduce a program entitled the *7 Skills of Highly Successful Representatives*. Pharmaceutical competencies required for top performance in sales representative roles across the industry in Canada were defined and validated by more than 27 selected representatives from 15 companies. Our goal is to clearly articulate the requirements of the role, as well as to establish a first attempt to define general competency standards.

We position this program as a complementary toolkit for the self-development of successful pharma representatives. In addition, this program includes three practical components:

- a self-assessment tool to evaluate current levels of proficiency,
- a learning guide for competency development, and
- a resourceful catalogue to select what to learn from.

We have also mandated Isaix Technologies and General Physics to develop an e-learning adjunct to our cardiology continuing education course. This interactive and animated complement to the paper-based version will enhance the learning experience of participants. The new program will be available in December to help prepare for the May 2005 exam.

Last, but not least, we envision improving the learning experience for the many people (1,259 in 2003) who register for the accreditation course each year. It should be mentioned that almost half of these are non-members, registering to gain a better understanding of the industry and pharmaceuticals.

We have just completed a survey of member companies to clarify the nature of changes they would welcome; the recommendations will be implemented shortly. We are also very likely to improve the way testing is done to include application assessment.

What role does CCPE play in shaping the future of our industry?

We have been active in creating a network of pharmaceutical trainers in the Montreal and Toronto areas. This allows colleagues, often working in isolation, to exchange ideas around top-of-mind challenges and to benchmark against what is currently done in the world of sales training.

We remain committed to providing accurate, peer-reviewed courses that set a standard for pharmaceutical and therapeutic learning. As part of this commitment, we will continue enhancing and building on current topics to arm industry sales representatives with up-to-date knowledge. This knowledge will, in turn, allow them to deliver strong value to their customers.

How is the Canadian pharmaceutical industry benefiting from your services?

A self-regulated industry like ours needs credible, rigorous, and objective bodies to ensure a balanced approach in our various sectors of activity. Ensuring the setting, assessment, and maintenance of appropriate professional standards is essential. CCPE, PAAB, and Rx&D are among these standard-setting bodies.

Our latest *7 Skills* program will support CCPE's member companies in assessing and building the capability of their sales forces by either complementing existing frameworks or acting as the benchmark on which to evaluate performance.

The CCPE provides distance-learning solutions that are used by existing and future sales representatives, managers, marketing executives, and various support positions. As a result, the courses provided by CCPE do not need to be duplicated by all the member companies. **CPM**

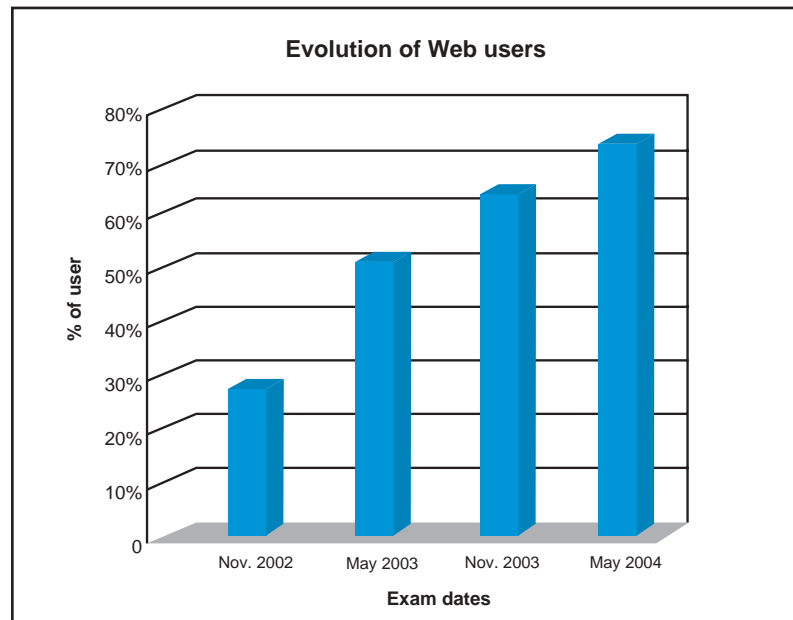


Figure 2. The progression of Web-based assessment since its introduction two years ago.

A Changing of the Guard

The Board of Directors of CCPE is pleased to announce the appointment of Mr. Marc Lalande to the position of General Manager. Mr. Lalande will assume the direction of CCPE in January 2005, upon retirement of Mr. Gilles Lachance, the current General Manager. In the interim, Mr. Lalande will work closely with Mr. Lachance as he prepares a seamless transition into his new role.

Mr. Lalande is a well-known member of the pharmaceutical industry. He began his career in the pharmaceutical sector in 1984 as a representative for Lederle. He worked for Abbott as a Pharmacy and Medical Representative from 1985 to 1988. In this role, he was also tasked with field-training new representatives. In 1988, he joined Glaxo and worked as a Training Associate and Professional Hospital Representative before becoming Hospital Sales Manager. He has been with Berlex since 1992 and has worked for them in a variety of roles, including Regional Sales Manager, Product Manager, Group Product Manager, Professional Education Manager, and Sales Training & Development Manager.

The hallmarks of his career are the many sales awards he has received and his personal commitment to catalyze other people's learning and development.

His academic background includes a Bachelor of Science in biology, and master's level research in toxicology at l'Université de Montreal.

He is familiar with CCPE, as he joined the Board of Directors in early 2002. He was quickly elected the Vice-Chair, sat on the Executive Committee, and later joined the Education Committee.

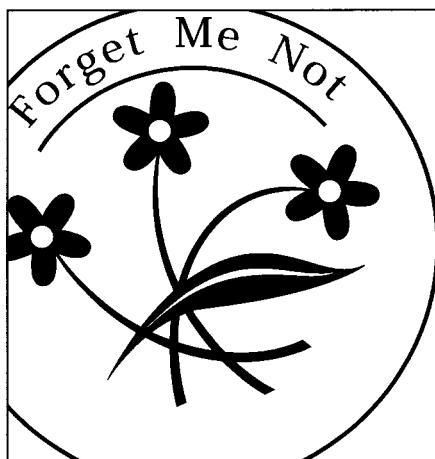
The CCPE is a non-profit organization. It was established in 1969 to develop and administer an educational program in the health sciences. The CCPE mission is the provision of an education program to establish improved professional standards within the Canadian pharmaceutical industry, to better meet the needs and expectations of our internal and external stakeholders in the health-care industry. As a testimonial of this commitment, many exciting projects are in the works in the area of competencies, e-learning, and new course developments.



Mr. Marc Lalande, appointed General Manager, CCPE.



Mr. Gilles Lachance, outgoing General Manager, CCPE.



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