



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Pharmaceutical Clinical Research for Sales Visits

Health Sciences and Social Services / Curative Health

Unit Standard 259361 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips pharmaceutical sales representatives with the skills to critically evaluate and apply clinical research findings during sales visits. Participants will learn to interpret study data, align product benefits with evidence, and communicate complex information effectively to healthcare professionals. The goal is to enhance the credibility and impact of sales interactions through evidence-based detailing.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	259361
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply relevant clinical research findings to support product claims during sales visits.
- Analyze clinical study data to identify key messages that address healthcare professional needs.
- Evaluate the quality and applicability of research findings for specific therapeutic areas.
- Demonstrate effective communication of complex clinical information in a clear, concise manner.
- Design tailored sales presentations that integrate clinical evidence with product benefits.

WHO SHOULD ATTEND

- Pharmaceutical sales representatives, medical sales liaisons, and key account managers who conduct sales visits to healthcare professionals and need to integrate clinical research into their product presentations.

COURSE OUTLINE

Day 1: Foundations of Clinical Research and the Pharmaceutical Industry

- Overview of clinical research: definitions, history, and importance
- Phases of clinical trials (I-IV) and their characteristics
- Key stakeholders: sponsors, CROs, investigators, ethics committees, regulators
- Ethical principles: Declaration of Helsinki, ICH GCP, Belmont Report
- Regulatory authorities: SAHPRA, FDA, EMA
- Introduction to clinical trial protocols and documentation

Day 2: Drug Development Process and Clinical Trial Design

- Drug discovery and preclinical testing
- Clinical trial design: observational vs interventional, parallel vs crossover
- Randomization techniques and blinding (single, double, triple)
- Control groups: placebo, active, historical
- Biostatistics essentials: endpoints, sample size, p-values, confidence intervals
- Data management and quality assurance in trials

Day 3: Clinical Trial Operations and Site Management

- Site selection criteria and feasibility assessment
- Site initiation visits and investigator meetings
- Patient recruitment strategies and retention best practices
- Informed consent process: elements, documentation, and waivers
- Adverse event reporting: SAEs, SUSARs, and safety monitoring
- Monitoring visits: routine, for-cause, and close-out

Day 4: Regulatory Compliance, Ethics, and Good Clinical Practice

- ICH GCP principles: key requirements and responsibilities
- Ethics committee composition, review process, and continuing review
- Regulatory submissions: IND/CTA, NDA/MAA, and variations
- Audits and inspections: preparation, conduct, and follow-up
- Data integrity: ALCOA+ principles and source data verification
- Fraud and misconduct in clinical research

Day 5: Integrating Clinical Research Knowledge into Sales Visits

- Understanding healthcare professionals' perspectives on clinical data
- Crafting key messages from trial results: efficacy, safety, and endpoints
- Evidence-based selling: using publications, guidelines, and real-world evidence
- Role-playing: sales visit scenarios integrating clinical research knowledge
- Objection handling: data limitations, comparator issues, and regulatory concerns
- Creating a personal action plan for continuous learning and application

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 259361) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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