

FPH Focus on Physician Education Programs

This year, our Female Pelvic Health (FPH) team has put a greater emphasis on Physician Education Programs (PEP) in order to increase market awareness and physician knowledge of our product portfolio. So far this year, the number of program attendees has increased 27%. Territory Managers are receiving positive feedback from attending physicians and our programs are gaining momentum as physicians continue to share their experiences with colleagues.

Growth factors

In mid-2010, we opened the Physician Training and Education Center at our US Headquarters. Having an on-site education facility coupled with esteemed academic faculty has contributed to an exceptionally distinct education experience for physicians. Additionally, the integration of the Mpathy product line has increased our breadth of products; we now have a full line to offer customers.

Creating value

Our Territory Managers have also played a critical role in the growth and success of these programs as they have made great efforts to keep these programs top-of-mind for physicians.

Marquel Fleetwood, Territory Manager, explains the value-add our programs give physicians. “The Surgical Skills Workshop provides our key surgeon customers the opportunity to interact with high level physicians in their field through Coloplast’s cadaveric and educational programs while strengthening their treatment options in treating pelvic organ prolapse,” he says. “It allows them to make an informed decision as they walk away with new skills and knowledge on our products.”

At the close of the programs, many physicians have added interest in our entire female pelvic health portfolio and in Coloplast as a company. One physician even compared his experience to that of the ‘BMW driving experience’ in regards to the precision, professionalism and coordination of our program.

“The Female Pelvic Health Marketing and Education team is pleased with the positive response to our physician education programs and we plan on continuing and expanding our educational opportunities next year,” says Jenna Korman, FPH Associate Product Manager.

To learn more about our FPH educational programs, please contact the FPH Marketing Team.

Physician Feedback on Education Programs

“The course was simply the best I’ve ever attended, and every detail was superb” – OB/GYN, WA

“The most organized event I have ever attended” – Urologist, NC

“Great opportunity for exchange of ideas, obtaining ‘pearls’ – very good! Enjoyed it very much!” – Urogynecologist, FL

“Excellent lab for use, excellent Coloplast Reps” OB/GYN, NY

“Well thought out process and excellent speakers” – OB/GYN, WA

“Superb facilities and faculty!” – OB/GYN, WA



Photo by Red Alinsod, M.D.



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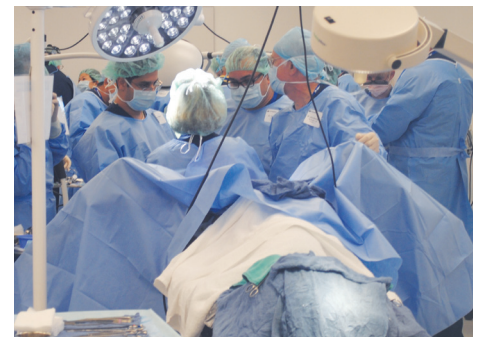


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