

CENTER FOR COMMUNICATION COMPLIANCE LAUNCHES “DRUG DEVELOPMENT 101”

Basic Healthcare Training Ensures Industry Newcomers Start Out on Right Foot

New York, NY – A digital agency staffs up to accommodate a growing list of clients in the pharmaceutical industry. While these online whiz kids are wildly creative, they find it difficult to follow client discussions about adverse events and pivotal clinical studies. Another agency has assigned several junior staffers to a large healthcare account and needs to ensure that the newest team members are steeped in healthcare basics.

The Center for Communication Compliance (CCC) today launched “Drug Development 101,” the industry’s first training and certification course designed specifically for professionals starting out in the pharmaceutical and biotech industry or those new to the drug development process and its specialized terminology. The expert-reviewed coursework addresses at a basic level all stages of a drug’s life cycle, including pre-clinical and clinical phases, and provides easy-to-understand definitions for commonly used terms.

Companies gain immediate benefits by providing “Drug Development 101” to new and current staff through human resource on-boarding programs. The coursework and certification test confirm employee competency in understanding healthcare basics, enhancing employee productivity and effectiveness as well as the quality of communications with clients.

“With increasing costs, an ever-changing labor pool, and potential regulatory liability, pharma companies need their new, junior, and mid-level employees – and any other professional working on their behalf – to be engaged and knowledgeable as quickly as possible,” says Ilyssa Levins, President and CEO of CCC.

Course Summary

“Drug Development 101” is comprised of one 90-minute online lecture module that can be accessed 24/7 on the CCC Web site. The target audience is any junior to mid-level professional working in the pharmaceutical or biotech industry, or at a communication/promotional agency, who needs a basic-level of understanding of the drug development process and its unique and complex language.

The curriculum includes:

- An overview of the life cycle of a drug, including drug discovery through post-marketing studies, and the differences between the preclinical and clinical phases
- Categories of medical products: synthetic (small molecule), biological, biotechnological
- A note on medical devices
- An outline of drug discovery, including researching the target, discovery of lead molecules, and accidental versus targeted drug discovery
- The Preclinical Phase

- Clinical Phases I – IV, including their duration, purpose/objectives, population, sample size, types of trials, and the importance of study design
- Understanding clinical endpoints.

Wayne Pines, a nationally recognized expert on the drug development process and regulatory aspects of healthcare advertising and promotion, leads the lecture and the certification process for “Drug Development 101.” His industry-wide reputation was cemented during the 10 years he spent with the U.S. Food and Drug Administration (FDA) as chief of consumer education and information, chief of press relations, and associate commissioner for public affairs. He is also Chair of the CCC Advisory Board of experts.

About CCC

CCC is the only all-in-one source for training, certification, and consulting in healthcare regulatory compliance and risk communication. Its mission is to reduce risk, save time, and increase industry credibility through education, expertise, and standardization. CCC's Regulatory Compliance Tests (RCTs) certify knowledge of the regulations and policies established by government agencies and industry groups. All online coursework employs a proprietary competency model to confirm mastery of essential regulatory information, establishing the first set of consistent standards for the industry. CCC materials, training programs, and tests address current, job-relevant issues and regulatory situations at a granular level and are updated to reflect major regulatory and compliance developments. The company offers training and certification in 45 countries. CCC maintains a growing library of test questions addressing FDA requirements, legal sanctions for violations, and proper practices for advertising/promotion, public relations, promotional medical education, patient relationship marketing, and social media.

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CCC Web site: www.communicationcompliance.com