SwAPP
Swiss Association of Pharmaceutical Professionals
CH-3000 Bern

SwAPP Speciality Diploma Medical Marketing

Implemented by the SwAPP Board on January 1, 2009. Last revised Nov 11th 2014.

Theoretical training

Subject	Hours
International regulations and laws	4
Swiss regulations and laws for the promotion of pharmaceutical products	16
Drug promotion surveillance by authorities, Pharmacodex group and competitors	8
Standard Operating Procedures (SOPs)	8
Promotion to the general public and to healthcare professionals	12
Medical clearing of promotion material	4
Marketing authorisations	4
Distribution and GDP	4
Sponsoring	8
Collaboration with Key Opinion Leaders, Advisory Boards	8
Rules and regulations for clinical trials, observational studies, case reports, IITs	8
Market surveillance	8
Clinical publications and ICMJE uniform requirements	8
Freely chosen courses in any field of medical marketing	14
Other core fields of pharmaceutical medicine	30
Total hours	144

International regulations and laws
Regulations and laws
Promotion across borders

Swiss regulations and laws for the promotion of pharmaceutical products
Promotion in CH
Pharmacodex
Heilmittelgesetz
Arzneimittelwerbeverordnung

Drug promotion surveillance by authorities, Pharmacodex group and competitors
Interventions by Swissmedic
Interventions by the Pharmacodex group
Interventions by competitors
Complaints and criminal procedures
Jurisdiction by the Federal Supreme Court

Standard operating procedures (SOPs)
The need for SOPs
Creating SOPs
Control and management of SOPs
Necessary SOPs drug promotion, pharmacovigilance, quality control etc.

Promotion to the general public and to healthcare professionals
Legislation
Do's and don'ts
Misleading information
Creating and updating promotion material for patients and healthcare professionals

Medical clearing of promotion material
Differentiating promotion from medical information
Rules for referencing of statements
Direct and indirect reference to medications
Comparing medications
Internet promotion

Marketing authorisations
Types of marketing authorisations
Patent laws CH and EU
Pricing and reimbursement
Parallel imports

Distribution and GDP
Categories of products
The responsible person
Mail order business
Samples: release and distribution
Discount system and deductibles

Sponsoring
Sponsoring of events
Collaboration and support to patient organisations
Honoraria
Invitations to scientific events
Gifts and benefits

Collaboration with Key Opinion Leaders, Advisory Boards
Rules and regulations

Rules and regulations for clinical trials, observational studies, case reports, IITs
Differentiation clinical trials, observational studies, case reports
Responsibilities of the Ethics Committee
Responsibilities of the regulatory authorities
Sponsoring of studies or case reports
Legislation for notification of adverse events

Market Surveillance
Surveillance by the authorities
Pharmacovigilance and obligations for notification
Materiovigilance
Responding to inquiries on products and adverse events

Clinical publications and ICMJE uniform requirements
Familiarity with the uniform requirements for manuscripts submitted to biomedical journals (International Committee of Medical Journal Editors)

Freely chosen courses in any field of clinical pharmacology
Courses in any of the above fields

Other core fields of pharmaceutical medicine
Courses in any topic of pharmaceutical medicine

Practical training

At least 3 years composed as follows: At least 2 years in the specialty area, maximally 1 year in other fields of pharmaceutical medicine.

The practical training must be in as many of the above topics as possible. Evidence must be given for: responsibility or responsible involvement in the promotion of a medication and associated training (if possible a product launch), education of sales representatives and other internal employees. Preparation and chairing of meetings, symposia and advisory boards. Handling of questions and answers from doctors, patients and from the public, and appropriate documentation and reporting procedures. Involvement in a marketing authorisation procedure, pricing and reimbursements.

For further requirements please refer to the current SwAPP Life Long Learning (LLL) Program on the SwAPP Webpage.