

HOW WILL YOU BE ASSESSED?

An examination is held once a year.

There are two papers in total: paper one is one hour and 40 minutes in duration and covers the compulsory modules and paper two is one hour and 20 minutes in duration and covers the elective modules. Examination questions are multiple choice.



The candidate who scores the highest marks in the examination receives an award.

HOW TO BOOK

To enrol, your company needs to complete and return the 'Candidate list registration form'. Once registered, candidates also need to register for the examination using the 'Candidate examination application form'. The forms, along with further information on the costs, the examination date and deadlines for registering, can be found at: www.pagb.co.uk/training/OTCdiploma.html

You can also find out more about the course by calling PAGB on **020 7242 8331**.

KEY COURSE FEATURES

- ✓ Industry-recognised training programme for professionals working in the OTC industry
- ✓ Convenient distance learning format based on self-study
- ✓ Four compulsory modules and a wide choice of elective modules
- ✓ CD-ROM with full course content

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WHAT PREVIOUS CANDIDATES SAY...

All of the Dendron salesforce within the DDD Group have undergone the course and found the knowledge gained from it extremely useful in their day to day dealings with the pharmacy trade. Helping to enhance the team's physiological understanding of the human body, we have found the modules to be of an appropriate depth and very user friendly. Certainly these modules have helped the salesforce to positively engage with Pharmacists and CCA's and in turn this has helped them provide their shoppers with a first class service.

Peter Gillett, Training Manager, DDD Group of Companies Limited

PAGB DIPLOMA IN OTC HEALTHCARE



The PAGB Diploma in OTC Healthcare is the leading industry-recognised training programme for people working in the OTC industry.

Through a convenient, distance learning programme, you will gain the latest insight into the consumer healthcare industry, knowledge of the over-the-counter therapeutic categories, and learn how products are marketed and regulated.

The course is primarily aimed at sales, marketing and regulatory professionals, and whether you are new to the sector or just wanting to improve your knowledge, it will give you the overview to help you and your career develop.

*A survey of past candidates found a 100% satisfaction level with the course.

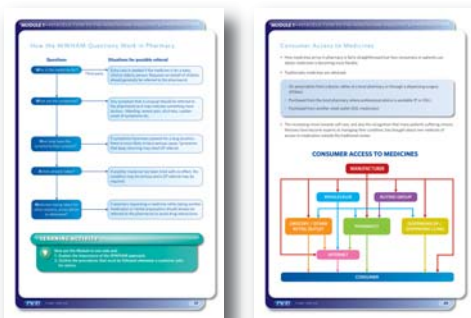
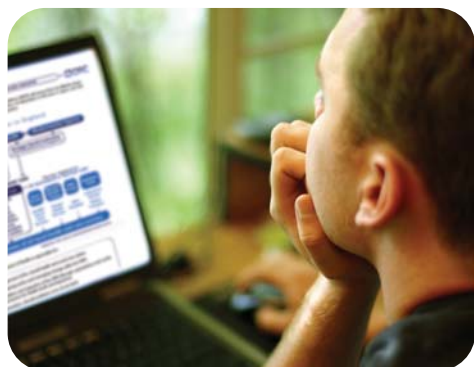
OTC

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WHO IS IT FOR?

The qualification is ideal for professionals working within the OTC industry in the following areas:

- Sales, particularly those dealing with pharmacy staff face to face
- Regulatory
- Marketing and communications
- Customer services
- Advertising, PR and design agencies that support OTC manufacturers



Typical CD-ROM course content

COURSE CONTENT

The course is based on a self-study, distance learning approach and assessed through an examination.

Upon booking, you will receive a CD-ROM containing the course content. This consists of four compulsory modules and 10 elective modules. Modules are allocated credits and the compulsory modules and your choice of elective modules should add up to nine credits in total. As a guide, about 50 hours of study are needed to prepare for the examination.

COMPULSORY MODULES

- **Introduction to the Healthcare Industry and Pharmacy (1 credit)**
The development of medicine and the UK pharmaceutical industry, how this fits in with the NHS and the role of the pharmacist and pharmacy staff.
- **Advertising & Promotion of OTC Medicines (2 credits)**
The ways in which the advertising of OTC medicines is controlled, through regulation and self-regulation, including the requirements of the PAGB Consumer Code and PAGB Professional Code.
- **Body Science (1 credit)**
The structure of the human body, including how the cells, tissues and organs are organised into different body systems, the function of each system and how they interact to maintain health.
- **Regulatory Overview (1 credit)**
The rules and regulations controlling how medicines are licensed, manufactured and marketed, including the role of the Medicines and Healthcare products Regulatory Agency (MHRA).

ELECTIVE MODULES

These modules cover the following OTC categories in more depth, including the common conditions that can be treated through self care and the active ingredients used in products:

- Pain & Analgesics (2 credits)
- The Upper Respiratory Tract (1 credit)
- The Upper Gastrointestinal Tract (1 credit)
- The Lower Gastrointestinal Tract (1 credit)
- Ear, Eye & Oral Care (1 credit)
- Skin & Scalp (2 credits)
- Lifestyle Maintenance (1 credit)
- Nutrition & Food Supplements (2 credits)
- The Genito-Urinary System and Contraception (1 credit)
- Allergy (1 credit)

WHAT PREVIOUS CANDIDATES SAY...

I found the PAGB course really stimulating. It has really helped me in my everyday job due to the relevance of the material. It's great that I now have a deeper understanding of where medicines come from, how the body works and also more specific topics such as the skin, sleep disorder and smoking cessation. A great course that's definitely worth your time!

Katie Bashford, Assistant Brand Manager, Novartis Consumer Health

McNeil Products actively encourages all those colleagues working on our OTC categories to take the PAGB Diploma in OTC Healthcare. It provides our candidates with a thorough grounding on the world of Pharmacy and Body Science and a much greater knowledge and understanding of our products, and also those of our competitors.

Edward McReynolds, UK Training Manager, McNeil Products Ltd