



**ENDOCRINE  
INSIGHTS**  
*Industry Training*

## **AACE Industry Training**

### **EXECUTIVE SUMMARY**

These custom-built programs will deliver enhanced training for your sales and clinical teams and created from the ground-up, based on your needs. The programs are built for either new sales team members or those with disease state experience.

Our programs offer three areas of focus:

- Disease State/Pathophysiology
- Care Team Decision Making Process
- Patient Treatment Experience/Engagement/Outcomes

For newer sales team members we can create a program based primarily in the disease pathophysiology, equipping them with the tools to understand and feel comfortable within their market space.

Our programs can also be adapted toward the more experienced team member, creating an experience that provides them with an understanding of how the specialists make treatment decisions. The curriculum will be case-based and interactive, utilizing the latest scientific guidelines, clinical information and individualized goals for patient treatment. This approach allows the learner to comprehend and be able to navigate within the clinician thought process.

Both the disease pathophysiology and the case-based programs can be supplemented with the full patient experience. For example, the participant will understand and appreciate the world of diabetes from the patient's point of view. This will be accomplished through observations of endocrinologists treating patients and enhanced patient engagement conversations with the health care teams.

Please contact us for more information.

# AACE Industry Training - Levels

## PREMIER

### ACTIVITY FORMAT & STRUCTURE

#### 1 ½ - 2 Day Program

This program will offer an advanced workshop on diabetes or other endocrine disorders. Day one will consist of disease background, pathophysiology and other disease state insights. Day two can be focused on additional disease information and/or treatment, depending on your needs. The treatment phase is delivered with a case-based emphasis with the learning objective for the participants to understand how the clinician approached patient care. Agenda and program outline will be customized and mutually agreed upon prior during the contracting process.

#### PREMIER REWARDS

- Letter and certificate of course completion from the education institute of AACE
- Logo from the education institute use on business cards for two years
- Listing on AACE website
- Communication to all AACE members of company participation

## EXECUTIVE

This level is designed for advanced treatment knowledge. This level is highly customizable with respect to content (what) and delivery methods (how) based on the organizational and target audience needs. For example, the programs can focus more on the classroom learning, equally on classroom and treatment approaches or concentrated on treatment and clinical observation. The goal for participants is to be able to translate scientific knowledge into the clinical paradigm

### ACTIVITY FORMAT & STRUCTURE

#### THREE OR FOUR DAY PROGRAM

This program will offer a combined comprehensive basic and advanced workshop on diabetes or other endocrine disorders. The workshop will consist of oral presentations accompanied by a pre-work booklet and a learning manual for each student and are designed to maximize adult learning techniques. Disease state information will be followed by intensive clinical treatment learning. Treatment learning can be delivered through classroom and/or observational methods with patient clinics set up for participant observation. Treatment focus is on the endocrinologist's decision making process for patient management and treatment.

## **OUTCOMES MEASUREMENT**

AACE has set in place an outcome framework for its educational offerings to assess the extent to which the programs have achieved their intended results. AACE utilizes effective outcome measurement practices by ensuring that educational initiatives provided serve the needs of the learners, the educational process undertaken is realistic, and the findings from the evaluations reveal and convey technically accurate information. The outcome measurement is focused on increasing participants' knowledge and skills in key topic areas related to endocrinology. All program activities will be measured to evaluate educational effectiveness: participation, satisfaction (evaluation forms), knowledge/competence (pre- and post-tests), and performance (6-month post-activity follow-up survey):

**Participation:** AACE will provide the supporter with reports on attendance and grading of participants. Any participants that do not pass the final assessment will have the opportunity to re-take the exam within 90 days.

**Satisfaction:** Activity participants will be asked to complete an evaluation within 60 days of program completion to provide feedback on the program's ability to help them achieve learning goals, the relevance of content to daily activities and faculty effectiveness. AACE will provide these results to your organization.

**Knowledge/Competence:** Participants will complete pre-test and post-test questions on the basis of the content that supports each of the activity's learning goals. These results reflect knowledge levels after the participant has completed the activity and are required for credit. Post-test data are collected for each participant and reported in aggregate to maintain confidentiality.

**Performance:** Graduates will complete a 6-month post-activity follow-up questionnaire to assess the program with respect to usefulness in their daily activities. This summary report will be submitted to the organization of participation in a timely manner after results are tabulated.

## **EXECUTIVE REWARDS**

Each graduating participant will receive a certificate of completion with the level of training (GOLD) from the AACE Institute of Education (Sales Representative Certification Program) and use of the program logo for two (2) years post-graduation date. Graduates will have the opportunity to complete additional continuing education through AACE in order to maintain their certification after the initial two year period.

For organizations that utilize the training program a registry of participation will be developed and made available to AACE membership. AACE will also proactively communicate the names of participating organizations to all members of AACE.

- Certification from AACE to be used by graduates for 2 years
  - Use of training logo for business card
  - Lapel pin
- Continuing clinical education
  - Re-certification after initial 2 year period
  - Online clinical updates through AACE LMS system
  - Free access to AACE clinical enduring materials via AACE LMS

- Free access to *Endocrine Practice* online
- Letter and certificate of accomplishment from AACE
- Notification to AACE membership of company participation
  - Listing on website
  - Online news to all AACE members of company participation
  - *The First Messenger* advertisement of participation

For details on how your company can participate in this important new AACE initiative, please contact Mr. Donald C. Jones, AACE Chief Executive Officer, at 904-353-7878 or via email at [djones@aace.com](mailto:djones@aace.com).