

PHARMACEUTICAL REPRESENTATIVE CERTIFICATION (PRC) PROGRAM



**I
N
F
O
R
M
A
T
I
O
N

P
A
C
K
E
T**

Table of Contents

1 About the Accreditation Council for Medical Affairs	3
1.1 Mission Statement	3
2 Program Information	3
2.1 Program Goals	3
2.2 Program Learning Outcomes	4
2.3 Program Format	4
2.4 Value of Accreditation	4
2.5 Payment Options	4
3 Application Process	7
3.1 How to Apply	7
3.2 Admissions Process	7
4 Examination	8
4.1 Scheduling	8
4.2 Format	8
4.3 Results	9
4.4 Retaking the Exam	9
4.5 Certificates	9
5 Credentialing	9
6 Maintenance of Certification	10
7 Advising Information	10
Curriculum Overview	11



1 About the Accreditation Council for Medical Affairs

The Accreditation Council for Medical Affairs (ACMA) is a self-governing entity which administers the only accredited certification for the Medical Affairs function. The ACMA is a joint provider of CME/CE in conjunction with ScientiaCME accredited by the Accreditation Council for Continuing Medical Education (ACCME) and the Accreditation Council for Pharmacy Education (ACPE). The ACMA is also a member organization of the Institute for Credentialing Excellence and is accredited by the International Association for Continuing Education and Training (IACET/ ANSI) a globally recognized accrediting body (#6565093).

The Council works collaboratively with other academic & industry organizations to ensure that there are adequate educational and professional development opportunities for professionals in the pharmaceutical industry as well as students with an interest in the industry.

1.1 Mission Statement

The Mission of the ACMA is to establish a higher level of global, independent standards of excellence in the pharmaceutical, biotechnology, diagnostic, medical devices and healthcare industry. .

2 Program Information

The Pharmaceutical Representative Certification (PRC) program is a 10-module online program designed to foster the development of field-based pharmaceutical professionals. ACMA Certification demonstrates that professionals have met rigorous standards through intensive study, self-assessment and evaluation.

Achieving the PRC demonstrates a high standard of knowledge, and excellence in the pharmaceutical representative profession. It also sets the stage for continual professional development through values centered on lifelong learning. The curriculum serves to provide intermediate level material which is meant to establish a minimum level of core competencies we believe are important for all pharmaceutical professionals.

2.1 Program Goals

The program will provide a solid foundation within various areas of Pharmaceutical Sales to increase graduates' chances of professional success. It will offer the most comprehensive certification to allow pharmaceutical sales professionals the opportunity to create options for their professional development across a variety of areas within the industry.



2.2 Program Learning Outcomes

The intended outcomes of the PRC program are:

- Establish a minimum level of knowledge in core clinical areas such as pharmacology, anatomy and physiological effects of drugs, and the mechanism of action of common pharmacotherapeutics.
- Understand health economics outcomes research and the interpretation of pharmacoeconomics data.
- Learn about analyzing scientific literature, clinical trial design, evidence based medicine, and medical terminology.
- Learn about professional ethics related to opioid use, FDA rules and regulations, ethics and compliance related to the pharmaceutical industry and preventing fraud and abuse.

2.3 Program Format

The PRC program is online and self-paced. Individuals are given access to all program materials for six months. The program consists of ten modules. Each module contains a knowledge check, learning objectives, module chapters, and a module summary.

2.4 Value of Accreditation

Demonstrating that you have met independent and accredited standards of excellence communicates to your colleagues and future employer that your company is committed to raising the bar in your profession. Medical affairs plays a critical role in educating healthcare providers and collaborating with academic research centers to generate valuable data to inform the most optimal use of pharmaceutical therapeutics.

2.5 Payment Options

Individuals who are accepted into the program are required to pay all associated program fees. Please reference Table 1 below for a specific fee breakdown. Please visit <https://www.medicalaffairsspecialist.org/terms-and-conditions/> to read all payment and service terms and conditions.

Table 1. Total Program Cost in USD

Application Fee (Non-Refundable)	\$49
Course/Program	\$800
Credentialing Fee	\$150
TOTAL Program Cost	\$999



Individuals applying by online application:

Individuals applying online will be required to input payment information prior to submitting an application. Individuals who apply by using the online application will be eligible to pay in full or utilize partial payments.

Applicants will be required to select between two payment types: Full payment or Partial Payment.

(1) Full payment: The individual will be charged the applicable fees (Pharmaceutical Representative Certification Program Fee, and Credentialing Fee, and Examination Fee) in full (\$999.00 USD).

2) Partial payment: A partial payment type is only available for individuals who apply using the online application. An applicant who selects 'Partial Payment' will pay in three monthly installments. Upon acceptance into the program, the individual will be charged the first installment (\$383.00 USD)*. The individual will be charged for the second and third installments in the two subsequent months.

- a. For individuals who are accepted into the program between the 1st and 15th of each month, the second and third payments will be charged on the 12th day of the two subsequent months
 - b. For individuals who are accepted into the program between the 16th and 31st of each month, the second and third payments will be charged on the 26th day of the two subsequent months
- (3) A \$50.00 USD processing fee will be assessed for each partial payment transaction. **If this date falls on a weekend or holiday, the individual will be charged on the following regular business day.

Program Extension Procedure and Fees:

Individuals have six months to complete the program and successfully pass the examination. Individuals who require an extension beyond the six month time period may submit an extension request to info@medicalaffairsspecialist.org. The ACMA will make the final determination regarding whether or not extensions will be granted.

Please reference Table 2 below for the extension fee structure.

Table 2. Extension Fees in USD

Six-month extension	\$299
Premium yearly access to content (Available only to PRC graduates)	\$499/year

Refunds and Cancellation Policy:

Regardless of its action on any application, the ACMA will retain a \$49.00 USD non-refundable application fee and will require candidates to pay all fees and meet eligibility criteria applicable at the time of application. Once an individual has been accepted into the program, there are no refunds.

3 Application Process

3.1 How to Apply

Online Application Procedure – TWO STEPS

1. Step One: Register
 - a. Visit https://training.medicalaffairsspecialist.org/register.html?redirectURL=package_detail.html?id=23 and create an account.
2. Step Two: Apply
 - a. Read all pages of this information packet.
 - b. Visit the PRC application page: https://training.medicalaffairsspecialist.org/package_detail.html?id=23
 - c. Complete the online application form and attach all required documentation(E.g. CV/resume).
 - d. Input payment information prior to submission.

3.2 Admissions Process

The applicant must submit all of the items listed on the program application, including a \$49.00 USD non-refundable application fee. The Board will review the program application materials. Applications are reviewed on a continuous basis.

4 Examination

After reviewing the 10 preparatory modules, the individual will sit for the examination. The Pharmaceutical Representative Certification Examination is online via the LMS.

4.1 Scheduling

The examination is taken online within the PRC program learning management system. The examination tab will be enabled once the individual completes all 10 modules of the course. The individual will be given detailed instructions on scheduling once the exam tab has been enabled. Unless a specified extension has been granted to an individual, the individual will be required to schedule and take the examination within the six-month program access period.

4.2 Format

Individuals have two hours to complete the examination. The only materials allowed at the time of the examination are as follows:

- blank sheet of paper
- pen/pencil
- calculator

The examination is made up of a total of 75 questions. The questions are all multiple choice.

4.3 Results

Pass/Fail results will be released via email 1-3 business days following the date of testing. In the event that a candidate fails the examination, the candidate will be required to schedule a retake of the exam. In order to protect the integrity of the PRC program, no exam questions or the answer key will be released to any individual or organization.

4.4 Retaking the Exam

The PRC Exam can be taken up to four times. There is no additional fee to retake the exam. *

In the event that a candidate fails after the fourth attempt, the candidate will then have to file an application for additional retakes. There is a waiting period of one year before retaking the exam up to four more times. The reexamination fee is \$250.00 USD.

4.5 Certificates

Individuals who successfully pass the examination will be able to download a digital copy of their official Accredited Certificate. They may request to have a hard copy mailed via the United States Postal Service (USPS). Certificates are mailed out on a quarterly basis."

5 Credentialing

Upon completion of the PRC program and achievement of a passing score on the examination, an individual will be registered as a Pharmaceutical Representative Certification professional (PRC).

Registered Pharmaceutical Representative Certification professionals earn the professional title designation of ' PRC.'

6 Maintenance of Certification

Becoming a Pharmaceutical Representative Certification professional demonstrates your accomplishment and growth, and validates competence, knowledge, dedication, and commitment to best practices and standards in the life sciences field. Competence includes both cognition and behaviors, and can be defined as the ongoing ability to integrate and apply the knowledge, skills, judgement, and values needed to excel in your field.

After initial certification, the ACMA encourages you to continue activities essential to the maintenance of knowledge and continuing competence required for their level of practice and certification. With new technology, strategies, and research comes change. Renewal of certification assures that those holding the PRC credential have maintained knowledge and competence, and are up-to-date with the latest advances in the field.

The ACMA requires that all PRC professionals renew their certification every 2 years to maintain active status. Those who do not renew their certification, must cease using the PRC credential after the associated expiration date. The cost for recertification is \$299.00 USD. To recertify, professionals must achieve a passing score on the re-certification examination, based on the content outline for the PRC program.

7 Advising Information

Prospective candidates of the Pharmaceutical Representative Certification program should contact the Certification Service Desk by email at caitlin@acmainfo.org or call (201) 688-2230.



Curriculum Overview

Professional Ethics Related to Opioid Use for Pharmaceutical Industry Professionals

Learn and understand the professional ethics governing the marketing and sales of pain management drugs in the aftermath of the national opioid disaster.

Preventing Fraud and Abuse of Prescription Drugs

What you as a pharmaceutical professional can do to prevent fraud and abuse of prescription drugs at the individual and clinic level.

Medical Terminology & Abbreviations

Know the terms, abbreviations and lingo that your healthcare stakeholders are likely to use on a daily basis, both in writing and in conversation.

FDA Laws & Regulations Related to Pharmaceutical Industry Marketing

Understand the bedrock of FDA laws and regulations that you must follow when you communicate about your products with various healthcare stakeholders.

Principles of Pharmacoeconomics

Gain confidence in presenting and speaking about the costs and outcomes of your products. Understand a fast-growing part of the healthcare conversation.

Basic Principles in Pharmacology

Build your knowledge of the science behind the innovation-driven products you will be discussing with MDs, nurses and other clinical staff.

Anatomical and Physiological Effects of Drugs

Go beyond the headlines to understand how your products impact patients' bodies to help treat various medical conditions.

Analyzing Peer-Reviewed Literature on Pharmacological Treatments

There are tremendous resources available to help you in communicating with healthcare providers. Confidently sorting and prioritizing peer-reviewed literature will make you a more effective communicator.

Comparison of Therapeutic Drug Classes, their Mechanism of Action and Delivery System

Speak confidently about the major classes of drugs, how they work in the body and what form they're delivered into patients' bodies.

Consultative Selling Strategy and Execution

Build partnerships with doctors, nurses, office staff and other stakeholders that demonstrate your value to their work and patients' health.

