

THE Medical Affairs COMPANY



Outsourced Clinical Educators

What is the biggest business challenge with the success of your brand? Clinical Educators may be the solution. Clinical Educators (CEs) are credentialed healthcare professionals (HCPs) with both a medical background and clinical experience in a specific therapeutic area. CEs provide strategic solutions to address specific “gaps” for a brand where utilization, education, adherence or uptake is limited or difficult to achieve.

Differentiated from sales representatives, medical science liaisons and other field resources, CEs complement and meet the needs of HCPs and patients alike. The CE resource can be deployed to meet directly with HCPs or patients exclusively, or a combination of audiences. Education can be conducted in person or virtually, with full call center support capabilities.

CEs often times engage in peer-to-peer discussions with target HCPs to provide hands-on training for products, devices and/or education on the disease management tools used to diagnose and treat chronic conditions. CEs are deployed at any point during a product’s life cycle and can address multiple needs including:

Adherence & Administration

- When patients understand their disease and the importance of their medication, they are more likely to take it as prescribed
- CEs help with timely management of AEs in order to keep patients on therapy

Disease Awareness & Patient Identification

- CEs raise awareness of signs and symptoms of a disease
- CEs provide education on appropriate diagnostic testing
- CEs provide education on appropriate treatment modalities

Adverse Event Management & Reporting

- HCPs and patients need to know what side effects to expect and how to manage
- Peer to peer education is welcomed and increases access to HCPs
- Communicating REMS helps ensure compliance

Contact us today to discuss how TMAC can support your company’s portfolio of products.

Susie Maloney, RN, MS, AOCN, AOCNS
Senior Director, Field-Based Medical Programs
937-708-1172 | smaloney@tmacmail.com
www.themedicalaffairscapany.com

Clinical Educators: Making an Impact

Patient Identification Challenge: “It’s unfortunate that most physicians aren’t aware that there is a laboratory test that can help diagnose patients earlier in their disease”



Clinical Educator

“Hi, Doctor. Are you aware of this new diagnostic test you can use to diagnose patients sooner?”

Physician/Medical Staff



“No, I was not aware of that test. That will certainly help diagnose and start treatment sooner and also rule out other diagnoses”

Adherence Challenge: “If patients could better understand how to take their medication as prescribed, they could stay on therapy longer and receive the full benefit from the regimen”



Physician/Medical Staff

“I think I do a good job explaining how to take the medicine, but I only see my patients once a month while on therapy”

Clinical Educator



“No problem, Doctor. I can work with your staff to help identify side effects early. If nurses teach patients about what to look for and what questions to ask, patients are likely to take their medication as prescribed.”

Adverse Event Management Challenge: “Our drug has superior efficacy but if not managed properly, side effects may impact desired outcomes”



Physician/Medical Staff

“My patients stop taking the medication because of side effects”

Clinical Educator



“I can help train your staff on how to identify side effects early and properly manage them according to guidelines”