



"The fulfilment of fixed rules"

The increasing number of regulations, the diversity of products and international competition make continuous training a necessity for all those involved in the research or development of diagnostics, therapeutics or similar health care products. The same holds true for all personnel responsible for marketing and sales.

At our education centre in Cologne, competent trainers and lecturers offer courses adapted to the individual demands of personnel working in the fields of research and development, as well as marketing and sales. We also offer seminars dealing with current topics of interest for particular groups such as physicians, pharmacists, patients etc.

Potential subjects are:

- "Good Clinical Practice" in accordance with the EEC and FDA guidelines
- quality assurance in clinical research: the standardisation of operating procedures - implementation and compliance
- basic principles in the biometry of clinical trials - planning and evaluation
- effective use of electronic media during the development of health care products
- sales promoter training
- product launch

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