



# Orientation Package

**Product Management Essentials: *A primer for new and aspiring life sciences product managers***

*August 2020*

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Welcome to **Product Management Essentials: *A primer for new and aspiring life sciences product managers***

We at CCPE want you to get the most from your investment of time, effort and money in this program.

The course has been designed to cover the fundamental concepts and tasks that apply to all product management positions. It is a basis for future learning and complements proprietary training that may be offered internally.

## Contents

Information you will find in this orientation package:

- General Information
- Study Guide
- Learning Tips
- Detailed Instructions to Access Online Exam

## Fact Sheet

<b>Contents</b>	<b>Paper-Based Material</b>  <b>1 binder, 160 pages</b>
<b>Study Hours</b>	16 hours (based on a study rate 10 pages per hour)
<b>Timeline</b>	<b>Built for busy team members</b> Various options including an "opt-out". <ul style="list-style-type: none"><li>• 1 year standard with extension up to 3 years from registration date for certification and credit</li><li>• Opt-out (no certification or credit)</li></ul>
<b>Exam Dates</b>	You have the possibility to do your exam in <b>"MyCCPE"</b> portal at any time (24 hours a day, 7 days a week). Technical support is <b>available Monday to Friday from 8:30 a.m. to 4:30 p.m. (Eastern Time)</b> . Your final date is posted in your portal.
<b>CEU Credits</b>	2
<b>Type of exam</b>	50 multiple choice questions
<b>Duration</b>	1 hour (60 minutes)
<b>*Passing Grade</b>	60%*

\*Marks are available following the multiple choice exam. You can view the feedback by clicking "Solution"

## General Information

What's in it for me?

- By assimilating, understanding and applying the knowledge and concepts you learn in this course, you will be able to more effectively manage a life sciences product.
- You will be on the leading edge of information and likely become an organizational expert in this mission critical area.
- You are more likely to optimize the success of your product in the market, helping healthcare workers and their patients while maximizing earnings potential for a product. A **win-win-win** scenario.

## What is a PIN for?

You may wonder why you have a CCPE PIN (personal identification number). You can use it for identification and to secure confidential information about yourself in our database. For example, to access your exam on our website, you must enter your 6 digit **PIN**. If you have forgotten your **PIN**, also called “student number” (which can be found on the bookmark sent with your course material), please call CCPE customer service at **514 333-8362** (toll-free 1 **888 333-8362**) Monday to Friday from 8:30 a.m. to 4:30 p.m. (Eastern) or send an email at [info@ccpe-cfpc.org](mailto:info@ccpe-cfpc.org) and we will contact you the next business day.

## Study Guide

This course was developed with your success in mind. The passing mark is 60%.

The program consists of the following components:

- Paper-Based course material
- Preparation Exam (5 questions)
- Certification (final) Exam (50 Questions)

(Preparation exam: You have access to an online preparation exam on our website. The goal of this exam is twofold. First, it gives you a clear idea of the types of questions asked in the final exam. Second, it allows you to prepare for an on-line exam in a real situation. The preparation exam is available in your portal on CCPE website at all times.

**To take full advantage of this course, we suggest a specific learning path:**

1. Read the learning tips in this document, to optimize your learning effort
2. Proceed with a first reading of the paper material
3. Attempt to complete the preparation exam without any assistance
4. Proceed with a second reading of the paper material
5. Review the preparation exam and your notes
6. Proceed with your final evaluation on our website

**At this point you probably want to assess how much time you will need to dedicate to your learning and plan your study time for the next few weeks or months. Study time will vary from one individual to another depending on educational background, previous learning experience using similar material and, learning styles.**

**With an average study rate of 10 pages per hour (including review questions and the preparation exam) you are likely to require 16 hours of study. Many people have done it in 1 dedicated day of study.**

## Learning Tips

We recommend that you consider the following suggestions to optimize your learning and apply the knowledge you acquire:

- **Make this course book yours. Write in the text. Mark it up. Capturing your thoughts in writing helps you remember them and articulate your thinking.**
- Rather than reading the entire course in page order, explore the table of contents to **assess which sections are most relevant to you. Read these sections first.**
- **Search for one insight** or application in everything you read.
- While reading, **highlight or bookmark sections** that you deem interesting or applicable to you, consider creating a summary to help you convert knowledge into action the next day.
- Build time into your schedule to **reflect on your learning and apply to your job what you have learned.** Your behaviour will not change simply because you have learned something from a book or training program. You have to consider what you will do and make time to implement it.
- Anticipate barriers to completing and applying the coursework and prepare solutions ahead of time so you are ready when they pop-up.
- **Keep your reading source handy** for quick reference as a means to improve your competencies. ***This primer contains the foundational concepts in pharma marketing and it can act as a reference throughout your career.***
- Always determine what you will do with your new information or insight. **Set a new goal and act on it.**
- You may benefit from **discussing your ideas** and your action plan with a peer, a coach, a mentor, or your supervisor.
- **Choose learning experiences that are relevant** to your objectives and provide you with the best chance to practice and apply new information and skills.
- **Encourage other team members to register for the course so that you can develop the same lexicon and understanding of concepts and processes.**

# Action Planner

*Ideas I can implement:*

	<i>Idea</i>	<i>Action to be taken</i>	<i>Result expected</i>
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## Detailed Instructions to Access Online Exam

To access your CCPE Online Exam, please follow these easy steps.

1. Go to CCPE's homepage at [www.ccpe-cfpc.org](http://www.ccpe-cfpc.org)
2. Select "English" to write your exam in English.
3. You will need your 6 digit CCPE Personal Identification Number (**PIN**) to log on to the portal. If you do not know your **PIN** number, also called "student number," you can contact CCPE customer service at **514 333-8362** (toll-free **1 888 333-8362**) Monday to Friday from 8:30 a.m. to 4:30 p.m. (Eastern) or send an email at [info@ccpe-cfpc.org](mailto:info@ccpe-cfpc.org) and we will contact you the next business day.
4. At the top right of our homepage, click on "**MyCCPE**" and select "**Login**" from the drop down menu.
5. You will be asked for your "username" and "password". Enter your 6 digit CCPE Personal Identification Number (**PIN**) as your Username and your family name as your Password.

**Example : Username : 0 0 0 0 0 0** (enter **your** 6 digit personal identification number).

**Example : Password : Smith** (enter **your** family name).

6. The exam consists of 50 questions (all multiple choices. You will have a time limit of 1 hour to complete the exam. A timing device is visible for you to monitor the time limit.
7. When you open the exams, you will receive specific instructions. If you have a technical problem while taking the online exam, call the technical support at **514 333-8362** (toll-free **1 888 333-8362**) Monday to Friday from 8:30 a.m. to 4:30 p.m. (Eastern) or send an email at [support@ccpe-cfpc.org](mailto:support@ccpe-cfpc.org) and we will contact you the next business day.
8. Remember that once you open the exam on the Internet, **YOU MUST COMPLETE IT** or you will be considered to have failed by absence.
9. You have the possibility to navigate in your exam, but you are allowed only one (1) validation opportunity to a question. Remember, **selecting an answer and clicking "next" automatically validates an answer. So be sure of your answer before clicking on "next"**.
10. The system permits you to **skip a question**. To skip a question, **leave all answer boxes empty and click on "next"**.
11. The Progress Bar located at the bottom of the screen displays **three distinct colours**: white (unanswered questions), grey (answered questions) and orange (current question). Clicking a question number displayed in white will allow you to answer the question. Please ensure that ALL questions are answered by scrolling the Progress Bar back and forth using the arrows at the extremities of the Progress Bar. Click on "VALIDATE AND EXIT" to complete the entire exam process. **You will be able to view your final mark** because all questions are multiple choice and no manual corrections are required. You can view the feedback by clicking "Solution".
12. Close your browser window; you have completed your exam!