

Communicating Successfully with Health Professionals

Date: Thursday 25th September 2008

Time: 9.30am – 4.30pm

Successful marketing and selling of healthcare products relies on companies communicating effectively with health professionals.

This course aims to bridge the communication gap between companies and health professionals, by enabling those designing, marketing and selling assistive technology, mobility and manual handling aids to:

Increase their knowledge of the most common medical terminology

Increase their understanding of how common medical conditions may affect the ability of the client to perform daily living activities

Improve their understanding of common medical jargon

Examine and improve their own communication skills

The afternoon is spent reviewing items of equipment with regard to the abilities required of the client and of the carer. Delegates are also welcome to bring an item of their own equipment along for this review if they inform us in advance.

Presenter: Elizabeth Hallows Chartered Physiotherapist MCSP LPC (Back Care Management)

Target Group: Those designing, marketing and selling assistive technology, mobility aids and manual handling equipment.

Cost: £80 (includes lunch and refreshments)

Previous evaluations of this course include:

“Very interesting, informal and professional”

“Excellent presentation from Beth”

“Everybody selling disability equipment should attend!”



To book this course or for further information please contact Disabled Living Training on 0161 214 4592