

Postgraduate Certificate Parapharmaceutical Distribution



Postgraduate Certificate Parapharmaceutical Distribution

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/pk/pharmacy/postgraduate-certificate/parapharmaceutical-distribution

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01

Introduction

The digital transformation of Parapharmacies, as well as of the logistics involved in the distribution of products, makes it possible to improve the supply chain of products and offer customers higher quality. Being successful in this sector requires a thorough and up-to-date knowledge of suppliers and the most effective strategies for optimal stock management. In order to promote the update in this area, TECH has designed this degree oriented to pharmaceutical professionals with a special interest in updating through the most rigorous content created by specialists with extensive experience in the industry. All, in addition, complemented with numerous didactic material, accessible 24 hours a day, from any electronic device with internet connection.



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Get the most out of your parapharmacy thanks to this 100% online Postgraduate Certificate"

From the application of innovative solutions for the automated management of products, to the use of digital devices for stock accounting or ordering, they set the course for the good management of today's parapharmacy.

Undoubtedly, new technologies influence customer service processes, but also in all the elements that involve a correct distribution, in this sense, it is essential that the pharmacist is aware of the latest strategies used to optimize the management of resources and provide better quality care. For this reason, this Postgraduate Certificate in Parapharmaceutical Distribution was created by excellent specialists with established professional careers in the sector.

It is an intensive program of 150 teaching hours, which provides students with an update on the parapharmaceutical market, the most effective inventory, the quality of products based on regulatory criteria and active or advisory sales. All compiled in an advanced syllabus that is complemented by video summaries, detailed videos, specialized readings and case studies.

In addition, thanks to the Relearning system, used by TECH in all its degrees, the graduate will be able to consolidate the most important concepts of the program and thus reduce the hours of study so frequent in other methodologies.

A Postgraduate Certificate 100% online, without classes with fixed schedules and greater freedom for self-management of study that make the difference in this degree. In addition, students can access the syllabus of this academic option, wherever and whenever they wish. They only need a digital device with an internet connection to be able to view the content at any time. An ideal option to combine the most demanding responsibilities with quality education.

This **Postgraduate Certificate in Parapharmaceutical Distribution** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Pharmacy
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



Get an effective 150-hour update on Parapharmaceutical Distribution and integrate the latest developments in this sector"

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This qualification will immerse you in a comprehensive analysis of the current market for beauty and personal care products sold in Parapharmacy”

The program’s teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

An academic option that will allow you to combine your daily responsibilities with a cutting-edge degree.

Raise with this program your competences for stock management in Parapharmacy.



02 Objectives

TECH has designed a 6-week program that brings together the most current knowledge on Parapharmaceutical Distribution. Thus, in this space of time, the graduate will get the key and essential information to be able to promote actions aimed at improving their management skills in this sector, for the implementation of ICT in Parapharmacy warehouse or raise their skills in obtaining quality products.



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Achieve your objectives of updating your knowledge on Parapharmaceutical Distribution through the most powerful pedagogical tools”



General Objectives

- ◆ Broaden knowledge of Parapharmacy Management
- ◆ Enhance skills for the creation and management of online Parapharmacies
- ◆ Boosting the performance of the Parapharmacy business
- ◆ Analyze the most effective marketing strategies in the sector
- ◆ Incorporate the latest technological innovations for the start-up or adaptation of Parapharmacy projects
- ◆ Be aware of all types of products marketable through Parapharmacies
- ◆ Delve into the Parapharmaceutical market
- ◆ Implement actions of analysis and digital positioning of a Parapharmacy





Specific Objectives

- ◆ Investigate the most advanced technology used in the distribution of parapharmaceutical products
- ◆ Deepen in the most relevant actors of the distribution chain
- ◆ Delve into the Parapharmaceutical market and the analysis of product demand
- ◆ Establish the essential recommendations to be able to manage a Parapharmacy

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With this academic option you will be up to date with the most innovative technology used in Parapharmaceutical Distribution”

03

Course Management

Undoubtedly, in choosing the faculty that teaches this university degree, TECH has taken into account the human quality and the excellent professional background in the pharmaceutical branch of the teaching team that teaches it. Thus, the graduate will take a program taught by specialists who know perfectly the ins and outs of the distribution of parapharmaceutical products and the most effective actions to maximize the profitability of the management of this booming business.





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Get numerous recommendations to optimize the management of a Parapharmacy from real experts in this sector”

Management



Mr. Álvarez de la Gala Pasquín, Ricardo

- CEO of Farmalínea Healthcare
- Chief Executive Officer, Marketing and Business Development Department, GNB Farma
- Group Product Manager Capital Pharma/Pharma OTC
- Account Director of several advertising agencies specialized in the Pharmaceutical Sector.
- Degree in Pharmacy from the Complutense University of Madrid



04

Structure and Content

The syllabus of this Postgraduate Certificate has been developed by specialists with extensive experience in the pharmaceutical and parapharmaceutical sector. Thus, students will have access to a content that provides the most rigorous and current information on distribution in this industry, as well as the most effective actions and strategies to obtain an optimal management and provide customers with quality products and with all safety guarantees.



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Numerous additional didactic material is available to extend the advanced syllabus of this Postgraduate Certificate"

Module 1. Parapharmaceutical Distribution

- 1.1. Innovative technology for parapharmaceutical distribution
- 1.2. Logistics
 - 1.2.1. Order Preparation
 - 1.2.2. Order Preparation
 - 1.2.3. Delivery notes and invoices
 - 1.2.4. Good Practices
- 1.3. Distribution chain of Parapharmacy products
 - 1.3.1. Distribution players; Who they are
 - 1.3.2. What is a wholesaler
 - 1.3.3. What is a distributor
 - 1.3.4. What is a purchasing group
 - 1.3.5. The Parapharmacy as a final point of sale to the customer
- 1.4. ICT management of the Parapharmacy warehouse
 - 1.4.1. What is the Parapharmacy warehouse?
 - 1.4.2. Ordering and procurement management
 - 1.4.3. Receipt of incoming goods
 - 1.4.4. Storage and placement of products
- 1.5. Parapharmaceutical Market
 - 1.5.1. Presentation and definition of the market in figures
 - 1.5.2. The domestic market
 - 1.5.3. Demand Analysis: Use of beauty and personal care products consumer purchasing behavior
 - 1.5.4. Market structure
- 1.6. Stock management
 - 1.6.1. Optimal stock management in Parapharmacy
 - 1.6.2. Optimal inventory of the Parapharmacy is based on the analysis of 10 variables.
 - 1.6.3. Turnover ratio and optimal levels in the management of the Parapharmacy stock
 - 1.6.4. Conclusions





- 1.7. Parapharmacy order types
 - 1.7.1. Order management in the Parapharmacy
 - 1.7.2. What types of orders are there in a Parapharmacy?
 - 1.7.3. How are orders placed?
 - 1.7.4. Other Options
- 1.8. Quality of the Parapharmacy's products
 - 1.8.1. Product labeling
 - 1.8.2. National Code of Parapharmacy products as a guarantee of quality.
 - 1.8.3. Quality image of Parapharmacy products
 - 1.8.4. Parapharmacy as a sales channel to ensure product quality
- 1.9. Final customer
 - 1.9.1. Active sales
 - 1.9.2. Recommendations for moving from active selling to advice selling
 - 1.9.3. Knowledge of the customer
 - 1.9.4. The end customer
- 1.10. Keys to the management of the Parapharmacy
 - 1.10.1. Tips for optimizing the management of the Parapharmacy
 - 1.10.2. Areas of Parapharmacy Management
 - 1.10.3. Practical Advice
 - 1.10.4. Conclusions

“*Apply the most current and successful strategies to move from active sales to sales advice in Parapharmacy*”

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gervas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

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Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

Pharmacists will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, you can watch them as many times as you want.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story"



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

Certificate

The Postgraduate Certificate in Parapharmaceutical Distribution guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Parapharmaceutical Distribution** contains the most complete and up-to-date scientific on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Parapharmaceutical Distribution**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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