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Challenging Times! Changing Rules!

Declining Physician Access, Gaining Access to Physicians, The New Rules of Engagement, Innovative Approaches to Pharmaceutical Detailing, Detailing Today, Strategic Engagement Plays: iPad or Tablet detailing, e-detailing or Tele-detailing, Closed-Loop Marketing (CLM), Customer Relationship Management (CRM), Key Opinion Leader (KOL) Management, Medical Sales Liaison (MSL), Key Account Management (KAM)

Digital Revolution

Evolution of the World Wide Web, Digital Revolution Disrupting Pharma, Strategic Technology Plays: Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), Chatbots, Digital Assistants, Electronic Health Records (EHRs), 3D Printing, Augmented Reality (AR), Virtual Reality (VR), The Digital Imperative

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