

# Following the Healthcare Dollar

## Brief

Following the Healthcare Dollar is an advanced Market Access Principles (MAP) Training Program about how money is introduced to the healthcare system and subsequently divided amongst stakeholders involved in drug distribution

## Learning Objectives

- ▶ How money is introduced to the healthcare system
- ▶ How money is paid to healthcare providers
- ▶ How stakeholders in the drug distribution system make money

## Program Structure

### E-LEARNING COURSES

Upon registration, you will gain access to a set of e-learning courses to complete prior to the live discussion. These courses will detail key topics related to transactions between stakeholders:

- ▶ *How Physicians Get Paid*
- ▶ *Drug Pricing & Rebating*
- ▶ *Following the Healthcare Dollar*

### PULL-THROUGH LIVE DISCUSSION

The flow of dollars through the healthcare system is complex. The live discussion starts by reviewing dollars that flow to providers, including hospitals. The conversation then shifts to focus to how dollars flow between all the stakeholders related to drug distribution. Come prepared to think constructively about your own business environment as it relates to the topics discussed.

## More Information

### ACCESS LEARNING IMMEDIATELY

Look for an email from ProFusion MAP to set up your account and access your learning.

- ▶ Modules are available for 90 days after purchase
- ▶ We recommend completing all modules prior to the live discussion

### MANY LIVE DISCUSSION DATES

Register for a session with your ProFusion MAP account.

- ▶ Session attendance is capped at 10 participants for more personalized discussion.
- ▶ You can request more sessions: [Send email](#)

### ABOUT PROFUSION MAP

ProFusion MAP is designed for the individual looking to better understand pressures in the healthcare marketplace and how they impact product access. See more training programs [here](#).

**Cost**  
\$650