

Product Training Manual



Blood and Plasma Products – The Basics



Objectives of this Module

- Learn how the Blood and Plasma Industry began and evolved
- Understanding cells and genetics
- All the disease states that you are concerned with evolve from problems at the cellular level and many of them are genetic in nature.
- Understanding the Circulatory System
- Learn how the two chief components (The cardiovascular System and The Immune System) play an important role in all your products including why they are needed and how they work.

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Hematology



Objectives of this module

- Learning the components in the blood and their various functions
- Learning the basic principles of blood typing and their significance
- Learning how our body makes new and disposes of old and damaged blood cells
- Understanding coagulation – both bleeding and clotting
 - Paying particular attention to the Factors that make the process possible. Some of these factors are actually products you are selling. Other products that you sell bypass the need for certain factors.

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The Immune System



Learning Objectives

Following the completion of this module you will be able to:

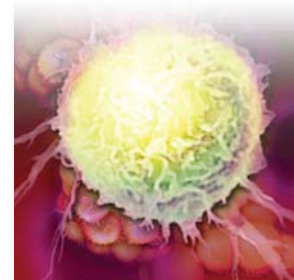
- Understand the concept of “self versus nonself”
- Know the structure of the immune system and its components
- Describe the differences between innate and adaptive immunity
- Understand the differences between active and passive immunity
- Explain the characteristics of cellular and humoral immunity
- Describe the types and functions of antibodies
- Explain the various components of the immune system and how they interact

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Products for Hematological Disorders



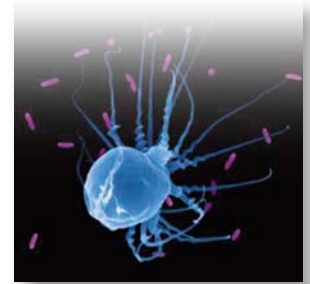
The Objectives for this module include

- Understanding the causes for the most common bleeding disorders
- Hemophilia A & B, von Willebrand Disease and Inhibitors
 - Understanding the use of the factor products and inhibitor products
 - Understanding the causes for clotting disorders
- Thrombosis
 - Understanding the use of thrombolytic products
- Understanding the importance of maintaining the osmotic pressure of the blood and how it is restored
 - Understanding the role of Albumin

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Products and the Immune System



The Objectives of this Module include:

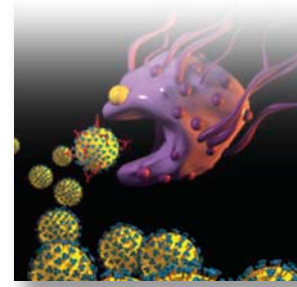
- Understanding the ways the immune system can fail
 - Hypersensitivity, autoimmunity, immunodeficiency
 - Differentiating between primary and secondary immunodeficiency
- Understand the differences between active immune products and passive immune products
 - Immunoglobulins differentiated from vaccines
 - IGIV differentiated from hyperimmune products
- Understand which products are used to address immune system failures
- Understand which products are used to supplement the healthy immune system and why we use them
- Understand how some products use the immune system as a way of solving medical problems

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Oncology Overview and Oncolytic Products



Objectives of this module

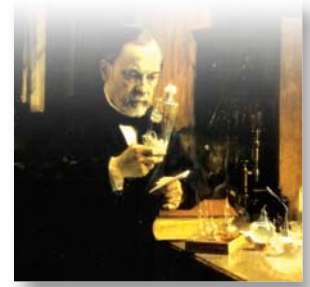
- Understanding cancer – how it is prevented, how and why it develops, its causes
- Distinguishing the various types of cancers
- Understanding the different treatment options and when they are appropriate
- Distinguishing the solid cancers from the liquid cancers (leukemia and lymphoma)
- Distinguishing the forms of leukemia and lymphoma
- Becoming familiar with the cancer treatment products .

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Sales Tool Kit



Objectives for this module

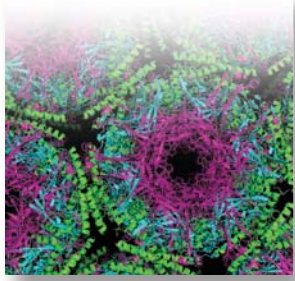
- Learning how to identify your customers in a hospital
- Understanding the importance of tailoring your presentations to your prospects
- Building relationships to increase your success
- Becoming more effective with your presentations to increase your success.

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Glossaries



Glossaries for the Product Training Manual

The terms you encounter throughout this program are divided into two sections. The medical and scientific terminology are in the first section. The terms that you encounter in the insurance and reimbursement arena are located in the second section.

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