



# Build strong, long-term relationships

Become the aerosol therapy resource your customers depend on

The Aerosol Therapy Program from Philips Respironics is designed to improve your knowledge of aerosol therapy and help you to become the primary resource your customers and referral sources seek out when they need to understand aerosol therapy.

By participating in the Aerosol Therapy Program, you can better identify and meet the unique needs of your customers. An understanding of the benefits of aerosol therapy used in the treatment of asthma and COPD will allow you to confidently engage your customers in clinical conversations about what medications are used to treat these diseases and which aerosol drug delivery device is best suited for a patient.

**PHILIPS**

**RESPIRONICS**

sense **and** simplicity

# Program highlights

The Aerosol Therapy Program includes three distinct training modules focused on increasing your level of understanding relating to basic aerosol therapy and the devices used to support it. The program also includes tips for using and cleaning nebulizers, tips on how to best convey your selling message, and reference materials relating to the most common ancillary equipment used with aerosol drugs.

## Who should attend

This training program is intended for customer service and delivery personnel, non-clinical sales representatives, physician's assistants, and durable medical equipment providers (DMEs) and their referral sources.

## What you will learn

- How to better understand the treatment needs of patients with asthma or COPD
- How to confidently talk with your customers and patients about the benefits of an aerosol therapy treatment plan
- How to reduce call backs by better understanding patient issues and how best to support them
- How to build physician referrals and strengthen existing referral sources
- How to become an important resource to your customer

## Where, when and how

The Aerosol Therapy Program can be delivered at your facility at a time convenient to you. Please contact your Philips Respironics Respiratory Drug Delivery (RDD) sales representative for more information or call 724.345.6443.



## Module 1: Diseases and drugs

This module provides an overview of the most common respiratory diseases that are treated with aerosolized drugs, predominantly asthma and COPD. It focuses on the differences between these disease states and the drugs that are used to treat them.

## Module 2: Basics of aerosol therapy

The basics of aerosol therapy are presented in module 2. Here you will learn about different terminology used to describe aerosol therapy, the importance of particle deposition and particle size, challenges in achieving effective therapy, and the benefits of aerosol therapy as opposed to drugs that are taken in pill form or administered through IV therapy.

## Module 3: Aerosol drug delivery devices

This module provides an overview of the most common types of aerosol drug delivery devices and how they work. This overview is primarily focused on compressor nebulizer systems, but information relating to metered-dose and dry-powder inhalers, as well as the importance of jet nebulizer particle shearing and gas flow in nebulizers, is also provided.

Contact your Philips Respironics Respiratory Drug Delivery sales representative or call 800-345-6443 to learn more



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Philips Healthcare is part of Royal Philips Electronics

Respironics Asia Pacific  
+65 6298 1088  
Respironics Australia  
+61 (2) 9666 4444  
Respironics Europe, Middle East, Africa  
+33 1 47 52 30 00  
Respironics United Kingdom  
+44 800 1300 845

Philips Respironics  
1010 Murry Ridge Lane  
Murrysville, PA 15668

Customer Service  
+1 724 387 4000  
800 345 6443 (toll free, US only)  
[www.philips.com/respironics](http://www.philips.com/respironics)