



# HOW TO INFLUENCE HCPs IN THE AGE OF COVID



In the age of Covid, Physicians and other health care providers are confronting unprecedented demands on their time and attention. Face to face meetings have been put on hold for the foreseeable future. Routine detailing sessions won't cut it. Pharmaceutical representatives need to learn how to communicate virtually while they deliver the added value that their customers need.

Dr Marla Shapiro, an award winning KOL, media personality and authority on Covid-19, and Mike Lipkin, a leading communication coach, have partnered to bring you key insights on how to connect with physicians in the age of Covid.

As a practising physician, Dr Shapiro knows firsthand the challenges confronting her peers across Canada and the specific impact of Covid on their everyday existence. Mike Lipkin is a recognised expert on creating virtual presence and charisma. Together, they will help your representatives master how to:

1. Motivate physicians to take the call
2. Bring insights that are relevant and meaningful to physicians
3. Deliver added value information that enhances the physicians' effectiveness
4. Create rapport and collegiality through special touches
5. Help physicians communicate with their patients
6. Share community best practices
7. Put everything into the "Age of Covid" perspective

Dr. Shapiro and Mike Lipkin customize every program to the specific realities facing clients. They engage in a detailed briefing session and adapt their material accordingly. Call Mike on 416 917 6007 or email him at [mike.lipkin@environics.ca](mailto:mike.lipkin@environics.ca) to explore the possibilities.

## Dr. Marla Shapiro

Born in Montreal, Quebec, Dr Marla Shapiro is a graduate of McGill University Faculty of medicine and a Professor in the Department of Family and Community Medicine at the University of Toronto. Dr. Shapiro is seen regularly on CTV NewsChannel as CTV's medical expert. In 2015, she was named a member of the Order of Canada, for contributions as a family physician and trusted source of health information. Additionally, Dr. Shapiro has served as a member of several advisory boards including the Board for the Canadian Foundation for Women and Health, Research Canada and The North American Menopause Society where she was a past president. She currently sits on the Board of the International Menopause Society and the Terry Fox Research Institute. In 2008, Dr. Shapiro received an Award of Excellence from the College of Family Physicians of Canada for her lifelong commitment and dedication to family medicine. Her national best-selling book, *Life in the Balance: My Journey with Breast Cancer*, was released in Fall 2006.

## Mike Lipkin

The president of Environics/Lipkin, a global research and motivation company based in Toronto. He is also an international strategic coach, facilitator and catalyst for high performance. Mike combines his learning from talking to a million people in sixty five countries with the insights from the Environics Social Values research to help his clients achieve remarkable results. He founded Environics/Lipkin in 2001. He has written seven bestselling books on personal leadership and effectiveness. He also works extensively in the healthcare industry in both the private and public sector.