

Medical Affairs Certificate Program Module B – Effective medical communication

Besides developing effective communication and meeting strategies, this seminar is:

- Covering both psychological and physical aspects of modern communication
- Looking into target audience specific communication and active listening
- Combines insights generation with aspects of an inspiring dialogue

Module content

- Personal attitude / mindset
- Customer meeting journey
- Situational analysis
- Who will sit opposite me?
- Meeting agenda and goals / setting objectives
- Target-oriented questions
- Active listening
- Basics of decision making
- Customer needs analysis
- Insights generation
- Regulation of the autonomous nervous system and body language
- Scientific dialogue
- Recognizing signals
- Respond to questions
- Objection handling

Skills and competencies addressed

- Applied psychology of decision making
- Self awareness (incl. differentiation from others)
- Attitude - the inner team
- Character typisation (3/4-color scheme)
- Systematic of a call/meeting (preparation, getting started, discussion/presentation, closure)
- Body language
- Self-regulation in difficult situations
- Applied communication basics
- Active listening
- Objection handling

Lecturers



Dr. Kathrin Stirnemann
Director Medical Customer Engagement
Roche Pharma (Schweiz) AG



Dr. med. Thomas Wels
CEO
Wels - Omnino Medico



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Date

Part 1:
Thursday, July 2, 2026
09.00 - 17.30

Part 2:
Friday, July 3, 2026
08.30 - 17.00

Language

English

Course type

Seminar

Location

See- und Seminarhotel Flora Alpina AG
Schibernstrasse 2, 6354 Vitznau
[Map](#)

Arrival by public transport

Vitznau is easily accessible by express train (via Lucerne) and boat.

Or you can travel from Zurich-Kloten Airport, Zurich, Basel, Bern, Geneva...

traveling by public transport is relaxing.

The hotel has its own bus station «Floraalpina»

Arrival by car

There is free parking directly at the hotel

Cost per person (excl. VAT)

CHF 1'960 .- (for shqa members)

CHF 2'960 .- (for non-members)

including confirmation of participation, presentations,
1 night in a single room, meals and drinks

Certificate Program

This seminar is part of the Medical Affairs certificate program.

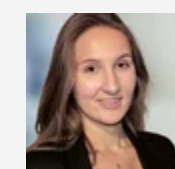


I would be happy to advise you personally

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