



# serra

Helping Healthcare Tell Its Story

# plot



Our passion is to shape our Pharmaceutical and MECC clients' stories for rapid uptake by their customers. We do this by providing design and personnel to lead cutting-edge training programs at medical meetings. The Serra Group supplies speakers, facilitators, trainers, and moderators for custom designed keynotes, workshops, and seminars. Our services are performed at advisory boards, speaker trainings, symposia, webcasts, dinner meetings, and investigator meetings. Our current faculty numbers twenty-one.

"As founder of this initiative, my passion is to see the narrative that is behind each pharmaceutical company presented with greater impact."

Paul Peixoto

# authors

Medical Education and Communications **Advogent** American Academy of Pediatrics **Apex Medical Communications** Armand Scott **BioScience Communications** Boron LePore & Associates **Cardinal Health Clinical Connexion** **CommGeniX** Communications Impact **DAW Communications** Decile Ten Communications **Embryon Excerpta Medica** **Grey Healthcare Group** HealthLogix **HealthMatters Communications** Health Science Communications **IneXel Medical Strategy & Communications** McGettigan Partners **Medicalliance** Medimedia Educational Group **Meniscus Educational Institute** Northstar Clinical Communications **Osprey Communications** Pacific Communications **Palo Communications** Phase Five Communications **Pinsonault Associates** Precept Medical Communications **p-value communications** Q.E.D. Communications **Strategic Implications International** Strategic Edge Communications **Strategic Pharma Solutions** Sudler & Hennessy

Pharmaceuticals Allergan **AstraZeneca** Baxter Healthcare **Boehringer Ingelheim** Bristol-Myers Squibb **Chiron** EMD Serono **Genentech** Gilead Sciences **GlaxoSmithKline** Imclone Systems **Intermune** Janssen Pharmaceutica **LEO Pharma** Novartis **Novo Nordisk** Pfizer **Pharmacia** Reliant Pharmaceuticals **Ross Products** Shire Pharmaceuticals **Teva Pharmaceutical** Warner-Chilcott **Wyeth**



# characters

Serra creates training experiences in these subject areas

- Presentation Skills
- Facilitation Skills
- Team Building
- Gamification / Challenge Programs
- Leadership Skills
- Adult Learning Styles
- Listening Skills
- Empathy / Dignity Skills
- Persuasion / Influence Techniques
- Business Etiquette
- Media Skills
- Objection Handling
- Case-Based Presentations



- Other Services
- Keynote Presentations
  - Private Coaching Sessions
  - Video Coaching and Review
  - Meeting Moderation



# climax

"You were great, and we all talked about what a valuable session you gave us. I'm going to suggest to other companies that they give us you instead of the fruit and nut baskets that no one can possibly carry onto a plane—and besides, we can *use* the skills you taught us. Thanks again!"

Sylvia Lucas, MD

# scene



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"The Serra Group enthusiastically supported my team's efforts at a recent large-scale and very important meeting on behalf of a client in the pharmaceutical industry. The Serra Group provided their excellent services as moderators for several micro-meetings within the event, professionally engaging attendants in discussion, helping to manage meeting materials, and encouraging a level of enthusiasm with participants...all presenting tremendous value that we greatly appreciated at such an important meeting. We look forward to assistance from the Serra Group in future meetings."

Nancy E. Vranich, PhD, Associate Medical Director,  
Precept Medical Communications