

CANDIDATE NAME & SURNAME	
ID NUMBER	
EISA REGISTRATION NUMBER	
ASSESSMENT CENTRE	
ASSESSMENT CENTRE ACCREDITATION NUMBER	
QUALIFICATION	Occupational Certificate: Health Products Marketing Associate
SAQA ID	118737
CREDITS	92
NQF LEVEL	5
PAPER	1 Practical paper (SET 1)
DATE OF EISA	TBC
DURATION	2 Hours
COMPETENCY REQUIREMENTS	The candidate must be declared competent in all Practical Tasks (Task 1 and Task 2).
FINAL COMPETENCY OUTCOME	Competent. The candidate must be declared competent in all Practical Tasks (Task 1 and Task 2) in the Practical Paper.

GUIDELINES TO ASSESORS/MARKERS

- Assessor/marker to evaluate candidate responses based on guidelines provided.
- Assessor/marker may consider responses which are not in same verbatim as in the guideline.
- Assessor/marker will draw from their practical industry experience, knowledge and skills to evaluate candidate's response if learners provide responses which are:
 - not in the guideline but are within scope of maintenance planning or
 - over and above what is provided on guideline but are within scope of maintenance planning.

TASK 1

Question 1.1 - Structured HCP product briefing

Exemplar product briefing: Cetirizine in allergic rhinitis and urticaria

Audience: General practitioners, pharmacists, primary-care nurses, and clinic-based prescribers.

Purpose: To translate evidence-based and label-consistent information on cetirizine into a clinically useful message for frontline HCPs.

Suggested opening: Good morning colleagues. Today I will provide a concise practice-focused briefing on cetirizine and where it fits in the day-to-day management of allergic rhinitis and urticaria. I will cover who is most likely to benefit, how it works, key counselling points, safety considerations, and what to communicate when symptom control is incomplete.

Expected content points

- Cetirizine is a second-generation H1-antihistamine used for allergic rhinitis and urticaria; it reduces histamine-mediated symptoms such as sneezing, rhinorrhoea, itch, and wheals.
- Compared with older antihistamines, cetirizine is generally less sedating, although somnolence can still occur in some patients and should be mentioned honestly.
- A practical counselling message is that daily, regular use may be more effective than sporadic use in persistent symptoms; patients should also be guided on trigger avoidance and when to seek review.
- Candidate should mention dosing according to the approved PI, renal considerations where relevant, and caution around alcohol or other sedating medicines.
- At least one evidence source should be cited, for example a recognised guideline or trial showing improvement in nasal or urticaria symptom scores.

Suggested visual aids

- simple symptom pathway graphic (allergen exposure -> histamine release -> symptoms)
- table comparing first-generation and second-generation antihistamine counselling points
- brief dosing and adverse-effect slide

Audience interaction and model responses

Challenge question: What do you usually hear from patients who stop antihistamines too early?

Assessor guidance: A competent candidate should explore adherence, fear of side-effects, and expectations of rapid cure.

Challenge question: In which patients would you be more cautious about sedation?

Assessor guidance: A competent answer should mention driving, machinery operation, and concomitant sedatives or alcohol.

Onset / benefit: Cetirizine can help control histamine-mediated symptoms, but the candidate should avoid overstating speed or effect size and remain aligned to approved information.

Safety: Common adverse effects such as somnolence, dry mouth, or fatigue should be acknowledged. The candidate should state that counselling must remain consistent with the current PI.

Task 1 rubric - what competent looks like

Criterion	Competent performance indicator	Mark	Assessor note
Structure	Introduction, body, and conclusion are logical and coherent.	2	Assessor records
Content relevance	Information is accurate, audience-specific, and clinically relevant.	2	Assessor records
Mechanism and classification	Product class, mechanism, indication, and safety points are correctly explained.	2	Assessor records
Use of evidence	At least one credible evidence source is used appropriately.	2	Assessor records
Practical application	Counselling, administration, and follow-up advice are clear and usable.	2	Assessor records
Use of visual aid	Visual aid supports understanding and is not distracting.	2	Assessor records
Engagement	Candidate creates interaction and responds appropriately to audience cues.	2	Assessor records
Accuracy in responses	Answers to questions are balanced, accurate, and compliant.	2	Assessor records
Ethics and professionalism	Tone, claims, and conduct remain ethical and compliant.	2	Assessor records
Time management	Presentation is completed within 10 minutes (+/- 30 seconds).	2	Assessor records

Moderation notes: The exemplar product is illustrative only. The candidate may use another suitable product or therapeutic concept, provided the same level of scientific accuracy, compliance, audience tailoring, and practical application is demonstrated.

TASK 2

Question 1.2 - Initial HCP sales call with needs analysis

Exemplar Selling Scenario: AeroFlow Spacer Device with MDI support

Client / context: Dr Naidoo, a GP who frequently manages children with recurrent wheeze and inhaler-technique problems.

Professional opening examples

- Good morning, Dr Naidoo. Thank you for seeing me. May I show you a brief support solution that can improve metered-dose inhaler delivery for children who struggle with technique?
- Hello Dr Naidoo. I know your practice sees many children with wheeze. I would like to discuss how an inhaler spacer device can support technique, adherence, and caregiver confidence.

Needs-analysis or barrier-analysis questions

- How often do you find that symptom control is limited by poor inhaler technique rather than medicine choice?
- Which age groups or caregiver situations create the most difficulty in your practice?
- Would a simple training aid or spacer demonstration support your nurses or pharmacy team?

Expected benefit / value discussion

- Candidate should explain the purpose of a spacer device in simple, correct terms: it helps coordinate actuation and inhalation and can reduce oropharyngeal deposition when used correctly.
- Claims must stay balanced: the candidate may describe technique support and practical convenience but may not imply cure or superiority beyond approved information.
- If device compliance applies, the candidate should refer to packaging identification, cleaning instructions, and replacement / hygiene guidance.

Example objection and assessor guidance

Objection: We already explain inhaler technique, so why add a spacer device?

Competent response: A competent candidate acknowledges the concern, then positions the spacer as a technique-support tool for selected patients, especially those with coordination difficulty, without overclaiming.

Possible calls to action

- Could we identify a few children with repeated technique errors and review whether a spacer demonstration helps over the next few weeks?
- May I leave a technique card and arrange a short in-service for your staff next week?

Common compliance expectations

- Claims should remain consistent with approved product information and recognised practice standards.
- The candidate should use professional healthcare terminology without becoming inaccurate, intimidating, or promotional beyond scope.
- Environmental, safe-use, or disposal considerations should be included where relevant to the product or service.
- The candidate should not promise outcomes, guaranteed savings, or superiority that cannot be substantiated.

Task 2 rubric - what competent looks like

Criterion	Competent performance indicator	Mark	Assessor note
Pre-call objective	Objective is specific, professional, and aligned to the HCP context.	2	Assessor records
Introduction	Greeting and purpose are concise, relevant, and professional.	2	Assessor records
Needs analysis	Questions meaningfully explore the HCP's context or patient need.	2	Assessor records
Content structure	Call flows logically from need to solution.	2	Assessor records
Use of evidence	Claims are supported by evidence or approved information.	2	Assessor records
Delivery	Communication is natural, confident, and unrehearsed.	2	Assessor records
Objection handling	Candidate acknowledges and resolves concerns appropriately.	2	Assessor records
Compliance and ethics	No exaggerated or non-compliant claims are made.	2	Assessor records
Call to action	Next step is specific, realistic, and professionally phrased.	2	Assessor records
Time management	Interaction is completed within 10 minutes (+/- 1 minute).	2	Assessor records

FINAL OUTCOME

Candidate is declared Competent only if competent performance is demonstrated in both Task 1 and Task 2.