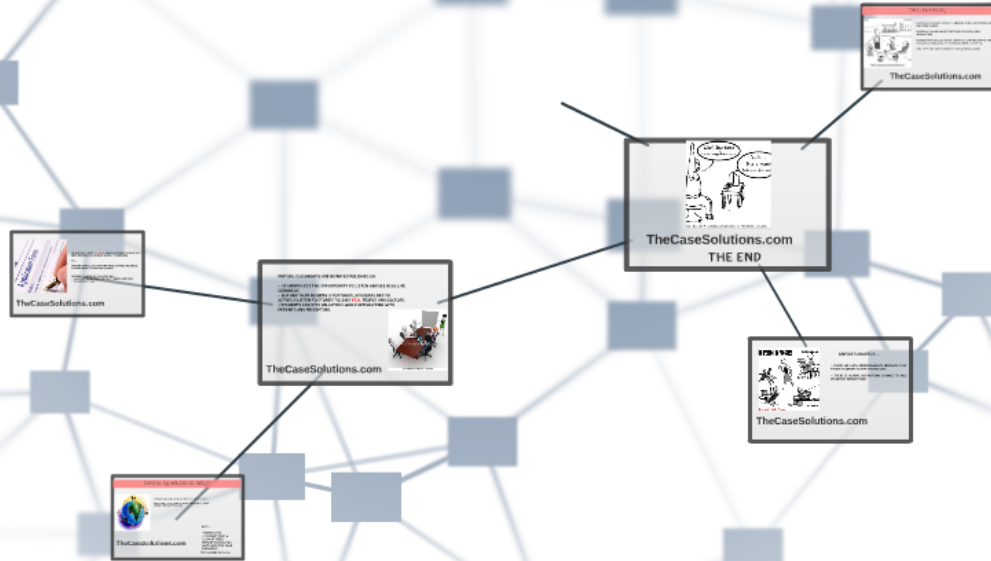
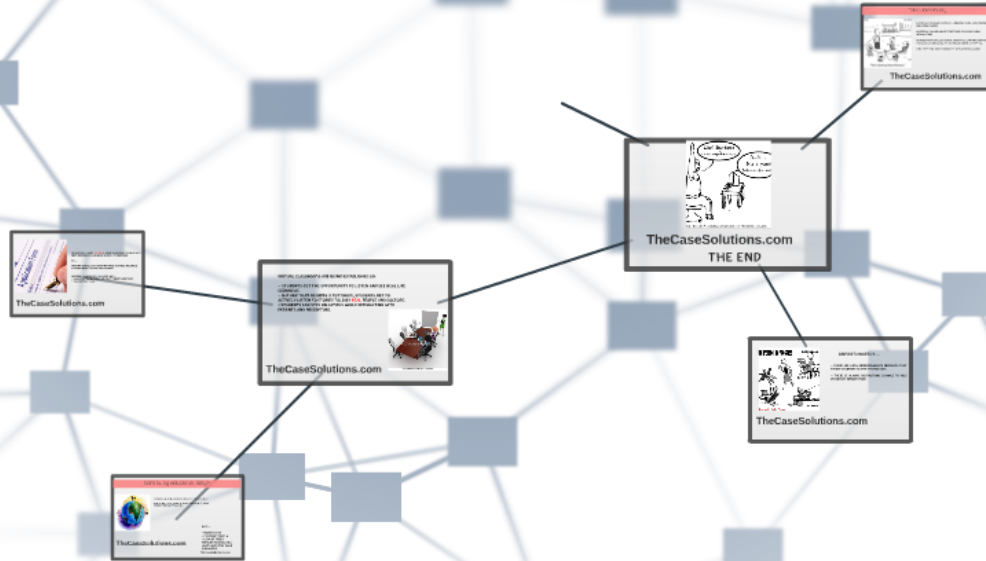


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# **Managing Drugs on the Forefront of Personalized Medicine: The Erbitux and Vectibix Story**

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# **Managing Drugs on the Forefront of Personalized Medicine: The Erbitux and Vectibix Story**

# Continuing education, Why?



**EVIDENCE BASED RESEARCH IS FORMULATED ALMOST DAILY.  
NURSES NEED TO BE AWARE OF NEW ADVANCEMENTS TO GIVE  
THEIR PATIENTS OPTIMAL CARE.**

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**BUT....**

- BUDGET CUTS**
- STAFFING ISSUES &**
- LACK OF TIME IS PREVENTING FACILITIES FROM EDUCATING THEIR EMPLOYEES.**

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# Teleconferencing



COMBINES AUDIO WITH VIDEO TO PROVIDE VOICE COMMUNICATIONS AND VIDEO IMAGES.

HOSPITALS CAN BE LINKED TOGETHER TO DISCUSS NEW INFORMATION

NURSES FROM SMALLER RURAL HOSPITALS CAN NOW OBTAIN THE SAME EDUCATION LEVEL AS A LARGER MAGNET HOSPITAL.

TIME EFFECTIVE AND ELIMINATES THE NEED FOR TRAVEL

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ON ESTIMATE, ABOUT **147,465** STUDENTS ARE BEING TURNED AWAY FROM NURSING SCHOOL BECAUSE FACULTY SHORTAGE.

SO....

NURSING SCHOOLS ARE ADOPTING THESE NEW TECHNOLOGICAL ADVANCEMENTS TO STOP THE DOWNFALL.

BRINGING TECHNOLOGY TO SCHOOL WILL..

- ALLOW BETTER FLEXIBLY FOR THE STUDENTS AND STAFF
- RECRUITMENT TOOL

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**VIRTUAL CLASSROOMS ARE BEING ESTABLISHED SO:**

- STUDENTS GET THE OPPORTUNITY TO LISTEN AND SEE REAL LIFE SCENARIOS
- RATHER THAN READING A TEXTBOOK, STUDENTS GET TO ACTIVELY LISTEN TO STORIES TOLD BY **REAL** PEOPLE AND DOCTORS.
- STUDENTS CAN STAY ON CAMPUS WHILE INTERACTING WITH PATIENTS AND PRECEPTORS.



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**THE END**





## UNFORTUNATELY...

- THERE ARE A FEW UNDERGRADUATE PROGRAMS THAT EXPOSE STUDENTS TO THIS TECHNOLOGY.
- THERE IS ALWAYS DISTRACTIONS (CHANCE TO MISS IMPORTANT INFORMATION)

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