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# REPORT

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## Need and Research Analysis



BFI LINZ

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ANTON SABO

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Lifelong  
Learning  
Programme



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## WP 2- Need and research analysis



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## 1. Need and research analysis - Aims

The official aims of the need and research analysis are:

- to engage active involvement from our end user groups in identifying the barriers they experience, their needs and key issues in trying to enter the health sector labor market and to gain a greater understanding of the current national situation and issues on educational context required in workplaces in each partner country.
- to ensure that the forthcoming production of a H-CARE curriculum meets the user needs and requirements of health care and food supplement salesperson
- to define a set of learning activities appropriate to, and usable across, the range of user needs.
- to obtain a good perception of the need for adjustments in training practices to enable the beneficiaries to achieve short term success.
- to gain familiarity with the nature and potential value of adjustments in training methods and in their learning strategies to meet beneficiary's needs.
- to identify and highlight similarities and differences between national contexts in the partner countries.

### 1.2 Description of activities:

- Defining the methodology to be used for the research, ensuring all stakeholders have been contacted and involved.
- Design of the questionnaire for the survey and implementation through offline and online (using Open Source Lime survey platform) questionnaires.
- Translation of the questionnaire in TR, BG, DE, RO.

## WP 2- Need and research analysis

- Survey and data collecting. 100 respondents to be reached in each country (employers from Health Care sector, employees from the Health Care sector, young graduates from the educational institutions, adults educators, VET schools, etc.)
- Qualitative and quantitative analysis of findings (national and comparative).

### 1.3 Methodologies and approaches:

- Survey by questionnaire.
- Face-to-face meetings and interviews, as required.
- Design and implementation of research programme completed to proper standards and on time.

### 1.4 Milestones

M1 Survey methodology and its implementation. 100 interviewees (stakeholders and beneficiaries) in each country.

M2 Consolidated findings report

### 1.5 Organisation of work

P4 will be a package leader and the rest of the partners will provide input as indicated in the description of the activities.

P4 will design the methodology of research and will also design the questionnaire to be used for the survey with stakeholders (incl. beneficiaries). Once the questionnaire is ready it will be translated in all partners languages and will be made available offline and online (using the open source Lime survey tool).

## 1.6. Report

This report will comprise a quantitative and qualitative analysis of the national findings related to training needs and gaps related to the knowledge and competencies of the current and potential HC salespersons. It will define steps for recognition and assessment of their competencies, individual needs of obtaining them, relevant methodologies and pedagogical approaches in terms of VET etc. In addition a comparative version in English will be produced to describe and compare the national particularities and similarities of the needs. This will be a first public report that will be widely disseminated to stakeholders, in order also to gather additional feedback. On that basis will be designed the logical framework for H-CARE curriculum development under WP3.

## 2. Survey participants

The need and research analysis was done in Austria, Bulgaria, Romania and in Turkey. The research was made with online questionnaires, face to face interviews as well in form of focus groups. In the period from april to june 469 participants have been interviewed in four European countries.

	Current employeers	Job seekers	VET trainers, policy makers,	
Austria	34 participants	32 participants	41 participants	
Bulgaria	33 participants	32 participants	40 participants	
Romania	58 participants	50 participants	33 participants	
Turkey	14 participants	89 participants	14 participants	
	139 participants	203 participants	127 participants	<b>469 participants</b>

## 3. Questionnaires

### 3.1 Job seekers in the field of health care

**1. What qualifications or training do you have in healthcare or social affairs?**

- Healthcare assistant
- Healthcare or nursing diploma
- Medical studies
- Care studies
- Social studies
- Rehabilitation
- Other

**2. How satisfied are you with your qualifications in healthcare or social affairs?**

- Satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Unsatisfied
  - Please, tell us why?

**3. Can you imagine utilizing your professional skills in different areas as well?**

- Yes
- Possibly
- Probably not
- No

**4. How long should such an informal training last, in your opinion?**

- Between 3-6 months
- Between 6-8 months
- Other (please specify)





**5. Which personal and professional competences are essential to such a role in your opinion? (5 answers are possible)**

**(not at all important/slightly important/ somewhat important/ very important/extremely important)**

- Medical /healthcare skills
- Business skills
- Administrative skills
- Technological skills
- Social skills
- Other (please specify)

**6. Imagine there is a job profile which specifically deals with advising on and marketing medical rehab and care products and dietary supplements. Can you imagine using your professional knowledge and skills as an adviser in this area?**

- Yes
- Possibly
- Probably not
- No
- I don't know, but somebody could convince me

**7. Do you think that if you participate in such innovative training this would reinforce your career?**

- Yes
- No
- I don't know, but somebody could convince me

8. **Which of the following aspects can influence your participation in such activities? ( 5 answers are possible)**

- Format
- Training content
- Flexibility of working methods
- Support during and after the activities
- Duration
- Availability of the materials
- Accessibility of the materials
- Attractiveness of the materials
- Interactivity of the materials
- Opportunity for communication and collaboration with peers

•

9. **Please share with us the reasons of your unemployment status in your opinion ( more than one answer is possible)**

•

- Lack of job vacancies relevant to my qualification and abilities
- Lack of work experience
- Lack of opportunities for prequalification
- Insufficient job seeking skills
- Other (please, specify)

•

•



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- **Personal Information**

- **10. How old are you?**

- Under 25 years
- 25-30 years
- 31-36 years
- 37-42 years
- 43-48 years
- over 49 years

- 

- **11. Gender**

- Male
- Female

- 

- **12. What was your last role at work?**

- **13. How long have you been looking for a job?**

- 0-1months
- 2-3months
- 4-5 months
- More than 6 months

- 

- **14. How many years of work experience do you have?**

- 0-3 years
- 4-5 years
- 6-10 years
- More than 10 years

-



## WP 2- Need and research analysis



### • 3.2 current employers in the field of health care

•

#### 1. What qualifications or training do you have in healthcare or social affairs?

- Healthcare assistant
- Healthcare or nursing diploma
- Medical studies
- Care studies
- Social studies
- Rehabilitation
- Other

•

#### 2. How satisfied are you with your qualifications in healthcare or social affairs?

- Satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Unsatisfied
- Please tell us why?

•

#### 3. Can you imagine utilising your professional skills in different areas as well?

- Yes
- Possibly
- Probably not
- No

•

•

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#### 4. How long should such an informal training last, in your opinion?

- Between 3-6 months
- Between 6-8 months
- Other (please specify)

•

•

#### 5. In your opinion, what should the entrance requirements for such a course be (one answer)

- Successfully completed mandatory schooling
- Minimum age 18
- Minimum 1 year healthcare studies
- Minimum 2 years healthcare studies
- University entrance qualifications
- No entrance requirements
- Other ( please specify)

•

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## WP 2- Need and research analysis



### 6. Which theoretical and personal aspects should such a course focus on?

- (not at all important/slightly important/somewhat important/ very important/extremely important)
- 
- Basic human sciences training
- General healthcare
- Preventative healthcare
- Medicine and care work
- Curative education
- Geriatrics
- Nutritional science
- Assistive technology
- Technology background
- Legal background
- Sales management skills
- Trading with medical devices (MD), assistive technologies (AT) food supplements (FS)
- E-commerce
- Practical seminar
- Other (please specify)

- 
- 

### 7. Imagine there is a job profile which specifically deals with advising on and marketing medical rehab and care products and dietary supplements. Can you imagine using your professional knowledge and skills as an adviser in this area?

- Yes
- Possibly
- Probably not
- No
- I don't know, but somebody could convince me

- 

### 8. Do you think if you participate in such innovative training this would reinforce your career?

- 
- a. Yes
- b. No
- c. I don't know, but somebody could convince me

-



•

**9. Which of the following aspects can influence your participation in such activities? (five answers)**

•

- Format
- Training content
- Flexibility of working methods
- Support during and after the activities
- Duration
- Availability of the materials
- Accessibility of the materials
- Attractiveness of the materials
- Interactivity of the materials
- Opportunity for communication and collaboration with peers

•

• **Personal Information**

**10. How old are you?**

- Under 20 years
- 20-30 years
- 31-40 years
- 41-50 years
- Over 50 years

•

**11. Gender**

- Male
- Female

•

•

**12. What is your current role at work?**

•

**13. How many years of work experience do you have?**

- 0-3 years
- 4-5 years
- 6-10 years
- More than 10 years



## WP 2- Need and research analysis



- 
- **If you are interested to be involved in forthcoming training activities please provide your contact details:**
- Name:
- E-Mail:
- Phone number:
- 
- 
- 
- 
- 
- 
- 
- 
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## WP 2- Need and research analysis



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- 3.2 VET trainers, center's, policy makers, employers;
- 
- 1. **What healthcare courses are currently being offered?**
- 
- 2. **Have you noticed changes in healthcare, and how you can describe them?**
- 
- 
- 3. **How are you, as a trainer/center/organization/authority reacting to these challenges?**
- 
- 4. **Is there an occupational profile that specifically relates to the advising on and distribution of technical medical rehab and care products and nutritional supplements, or similar? If yes, what do these comprise?**
- 
- 5. **What do you think the framework for a course for such a profile should comprise?**
  - Entrance requirements
  - Duration of training
  - Key theory
  - Course completion
  - Practical skills
  - Evaluation
  -
- 6. **What key /transversal competences should a prospective trainee for such a qualification bring with them?**
  - a. **Ability to work in a team**
  - b. **Problem solving**
  - c. **Communications skills**
  - d. **Customer orientation**
  - e. **Innovation**
  - f. **Self-development**
  - g. **Personality traits (coordination, observation, precision, accuracy and independence, responsibility, flexibility, etc. )**
  - h. **Other key competencies that you consider important for those practicing the profession**
  -
- 7. **What kind of educational background the prospective trainee should possess in order to be able to complete successfully such course?**
- 
- 8. **What topic the curriculum of "Health care and Food Supplements salesperson" should cover?**
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## WP 2- Need and research analysis

9. How long should such an informal training last, in your opinion (duration, ECVET learning, outcomes, ECTS credits, etc..) ?





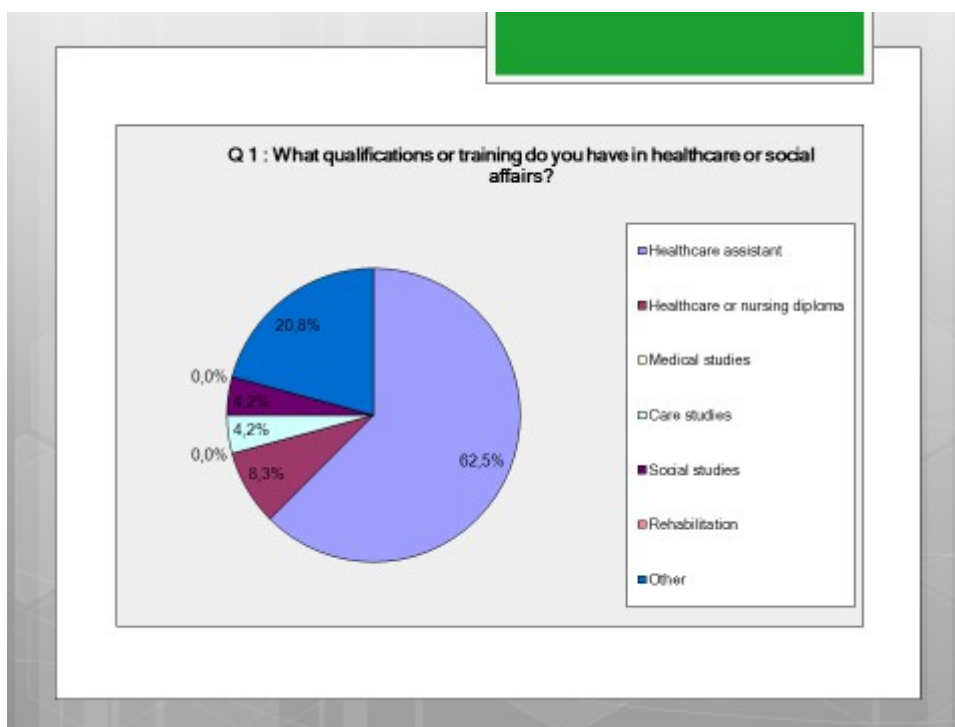
## WP 2- Need and research analysis



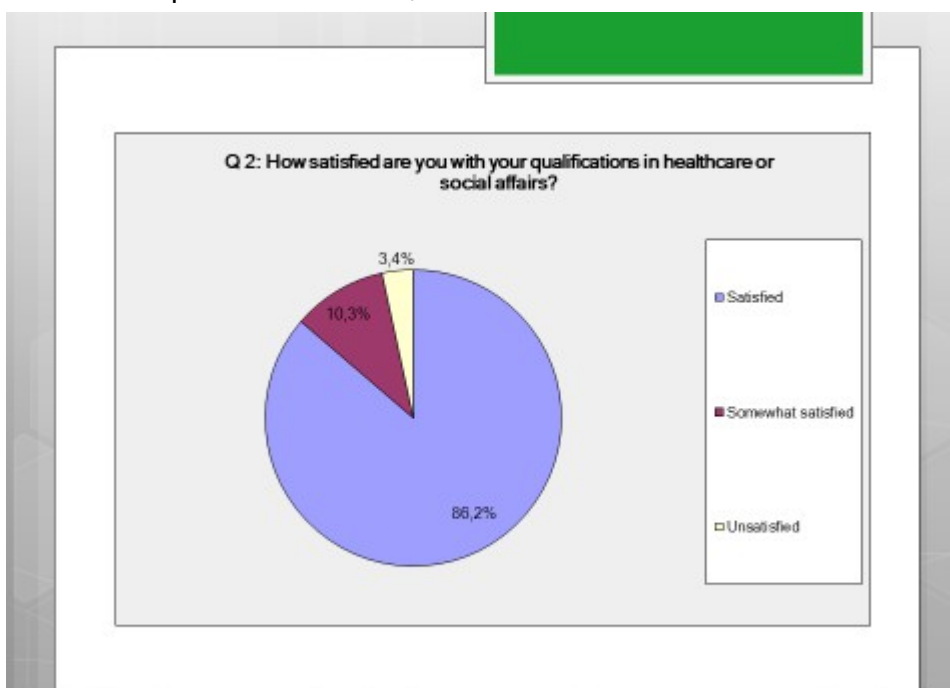
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- 4. Need and research analysis – AUSTRIA
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- The analysis were made between April and June in Upper Austria, Lower Austria and Vienna. The Austrian team used for the 1<sup>st</sup> and 2<sup>nd</sup> target group online questionnaires and the 3<sup>rd</sup> target group has been interviewed face to face.

- 4.1 Job seekers
- 



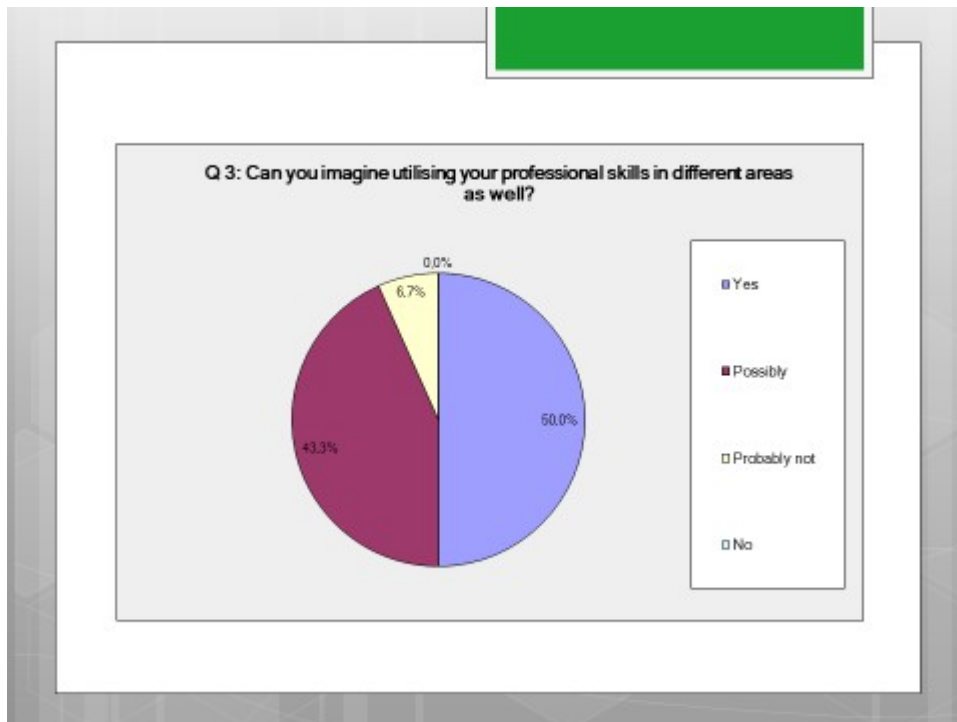
- The pie chart shows, that more than 60 % of the interviewed people have an education in healthcare.



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- Most of them are satisfied with their qualifications in health care and social affairs.



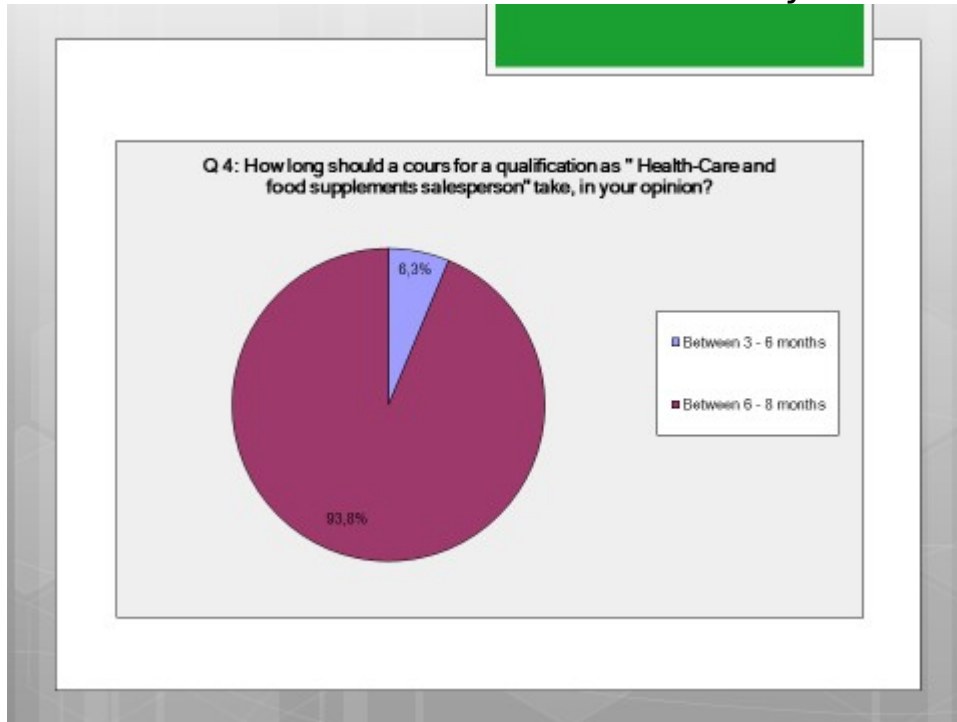
## WP 2- Need and research analysis



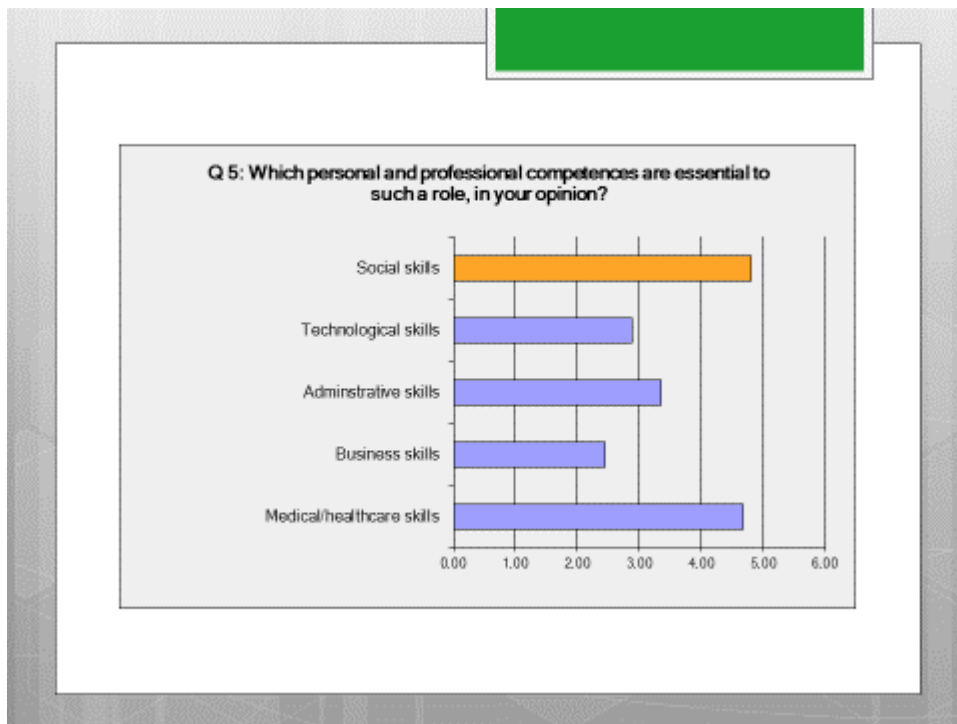
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- Furthermore, 60 % (more than the half) are interested in different areas.
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## WP 2- Need and research analysis



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- The pie chart highlights that over 93 % of the participants could imagine a duration for such a course with more than 6 months.
- 



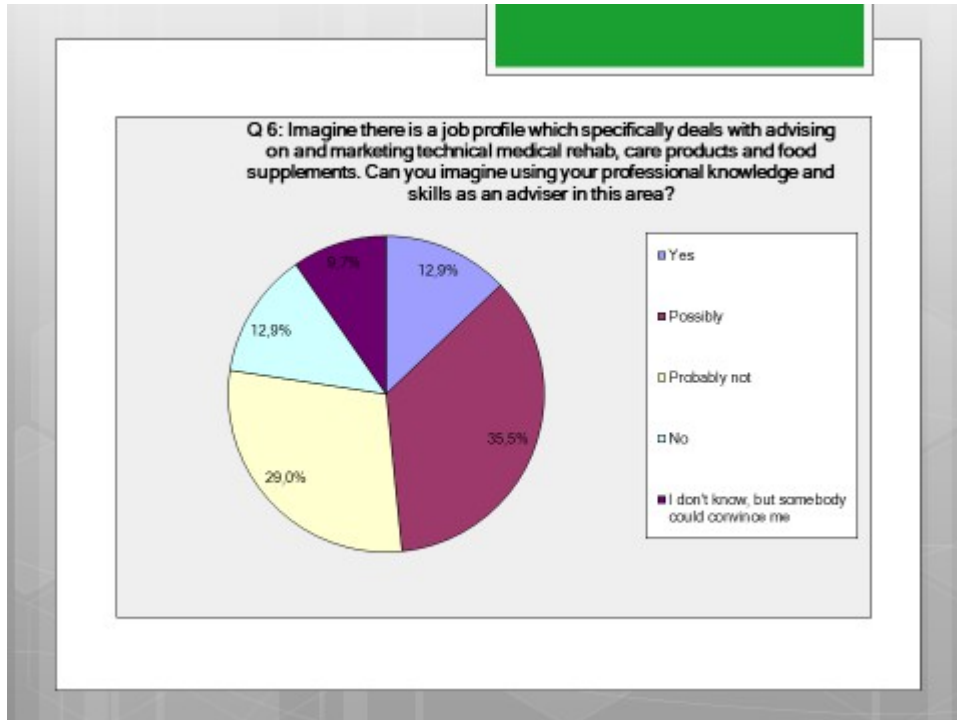
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- The bar chart deals with the personal and professional competences. The majority of the people choose social skills followed by medical/healthcare skills.



## WP 2- Need and research analysis

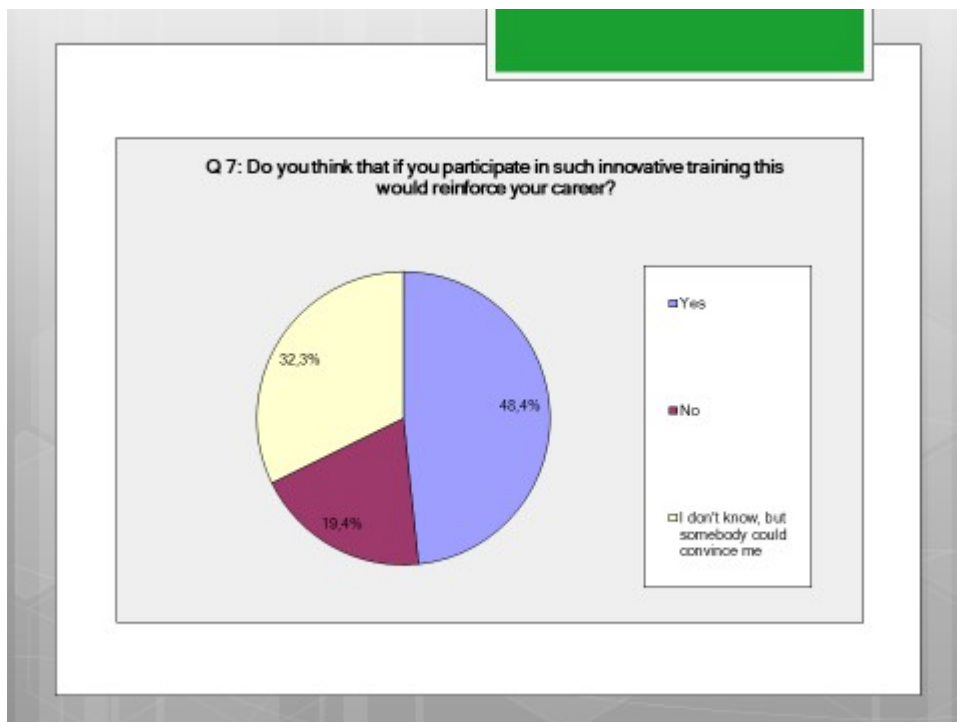


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- More than half of the people can imagine using their knowledge in this area.



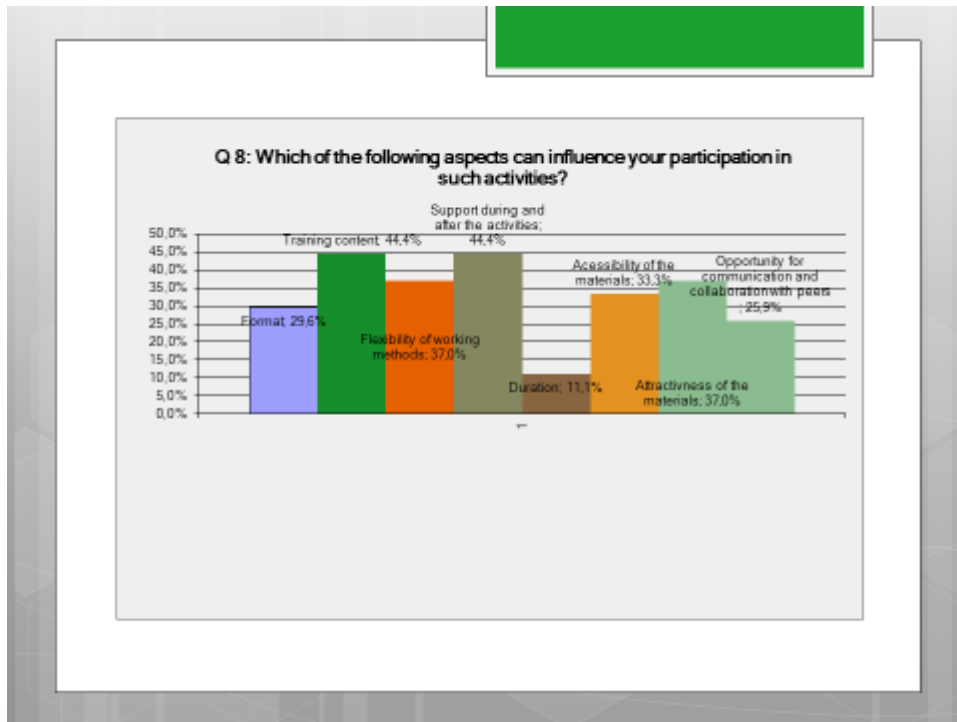
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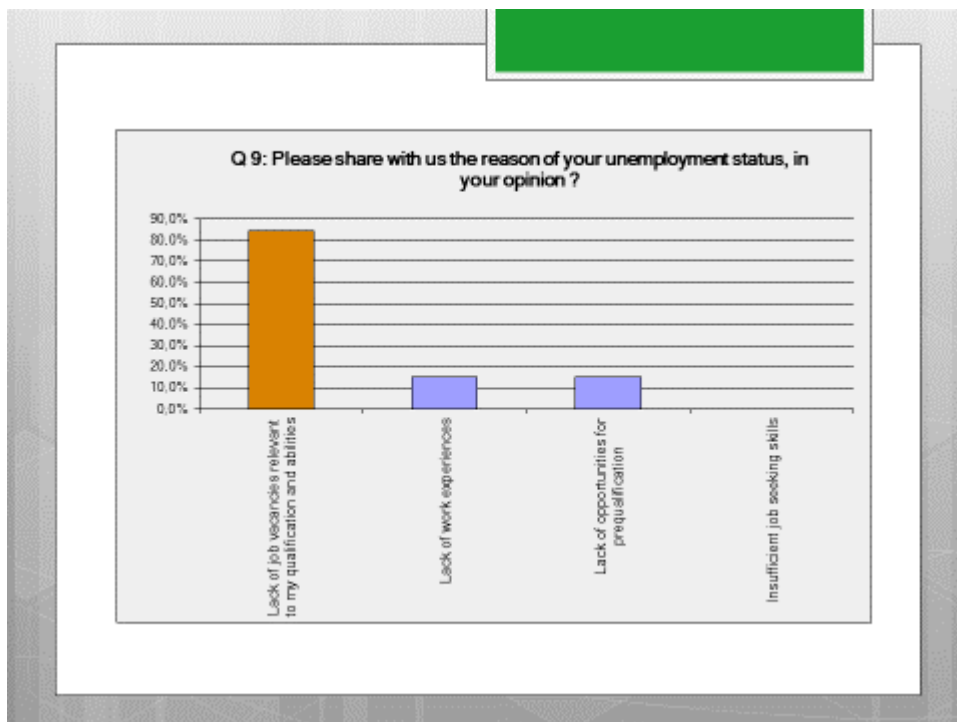
## WP 2- Need and research analysis



- Nearly half of people can imagine that the participation in such a training could reinforce their career.



- The majority used answers: the training content as well the support during and after the activities. The flexibility of working methods and the attractiveness of the material. Only 11 % marked duration.

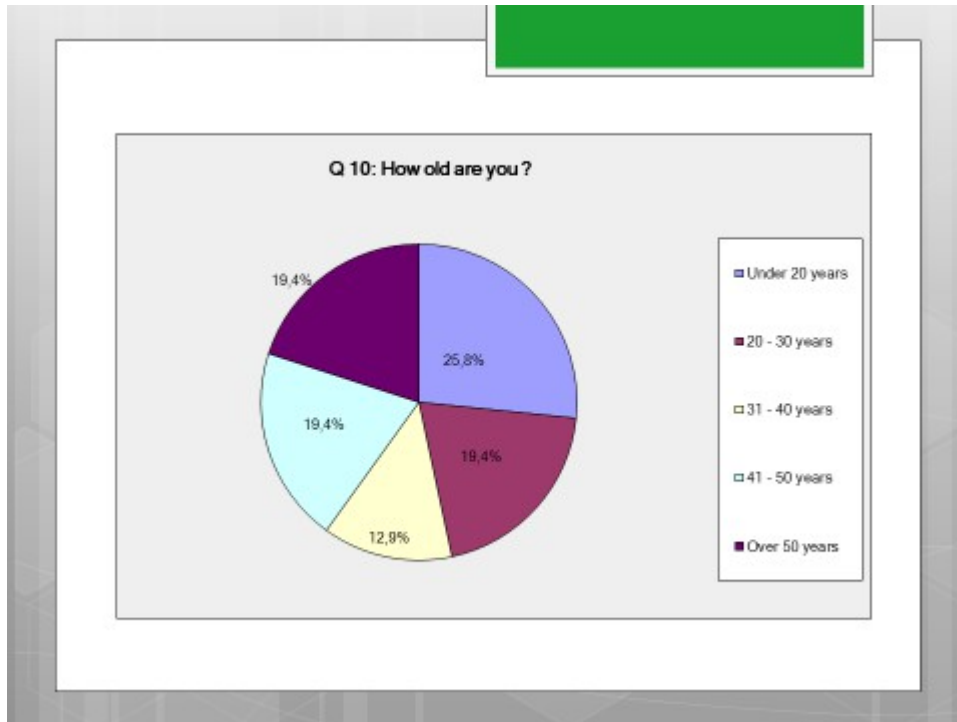




## WP 2- Need and research analysis

- More than 80 % are suffering under unemployment because of lack of job vacancies that is relevant to their qualifications and abilities. Nobody has insufficient job seeking skills.

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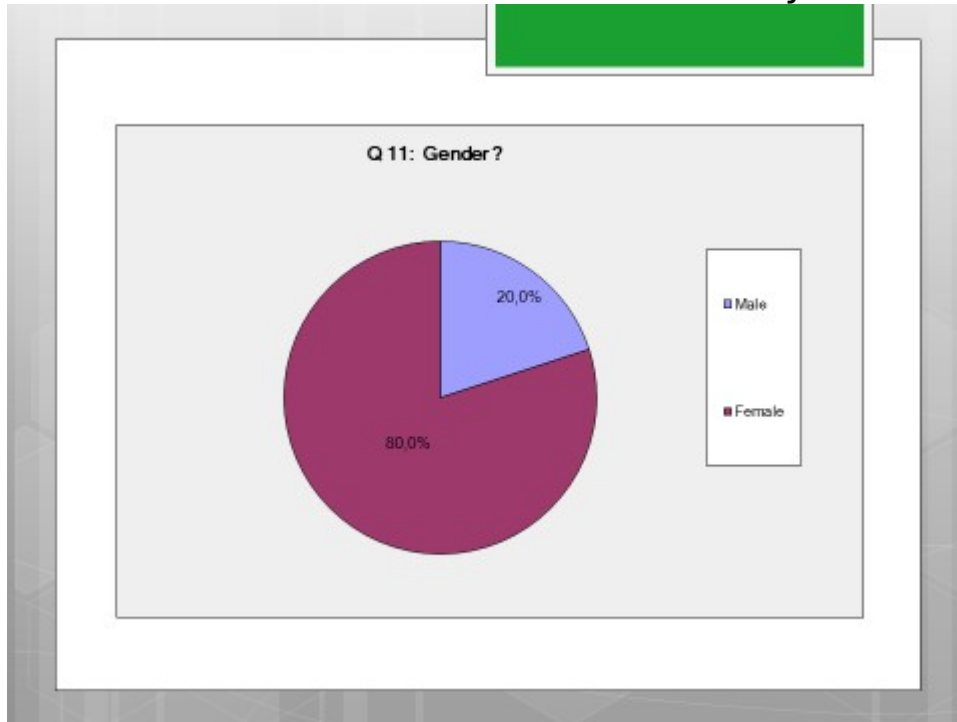
- The bar chart shows the heterogeneity of the age group.

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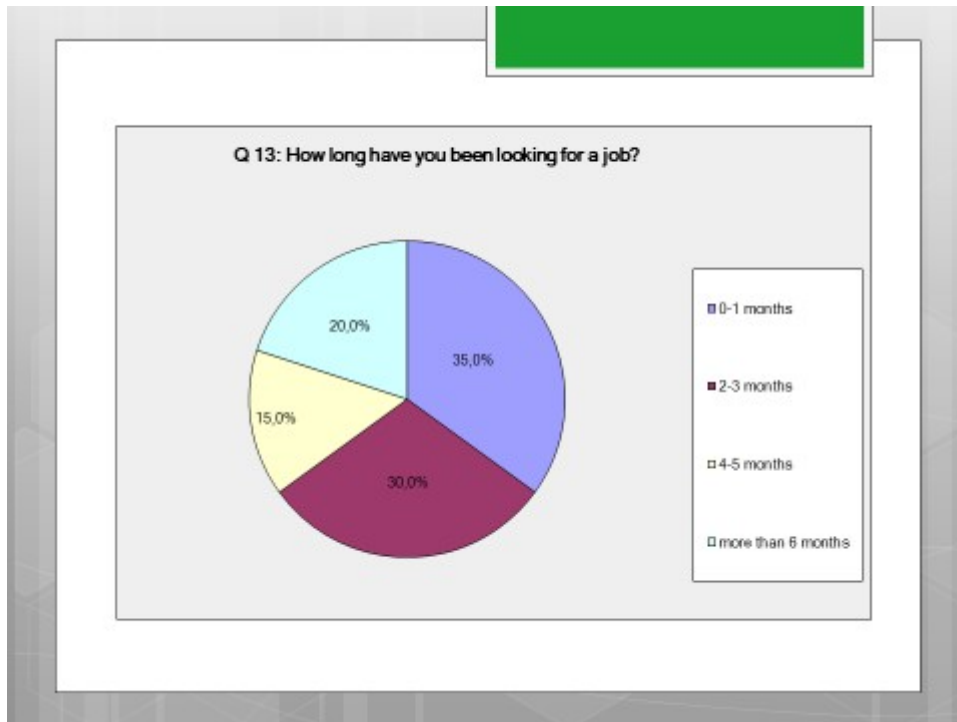
## WP 2- Need and research analysis



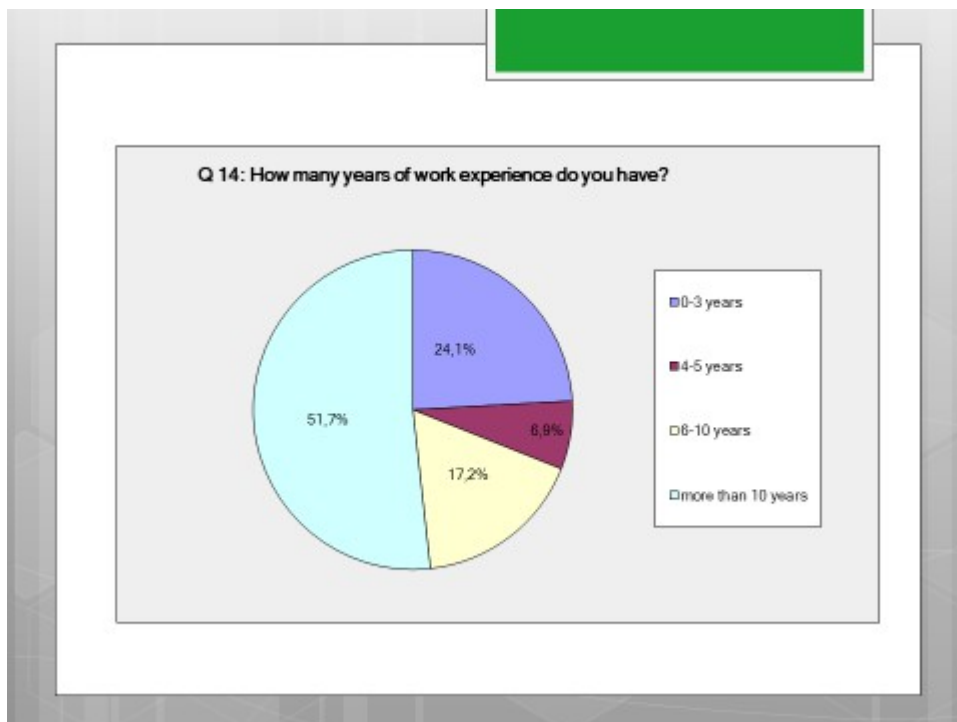
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- More than 80 % of the participants are female.



## WP 2- Need and research analysis



- More than half of the people weren't looking for a job longer than 4 months.



- Significantly, more than 51 % have more than 10 years work experience.



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## WP 2- Need and research analysis

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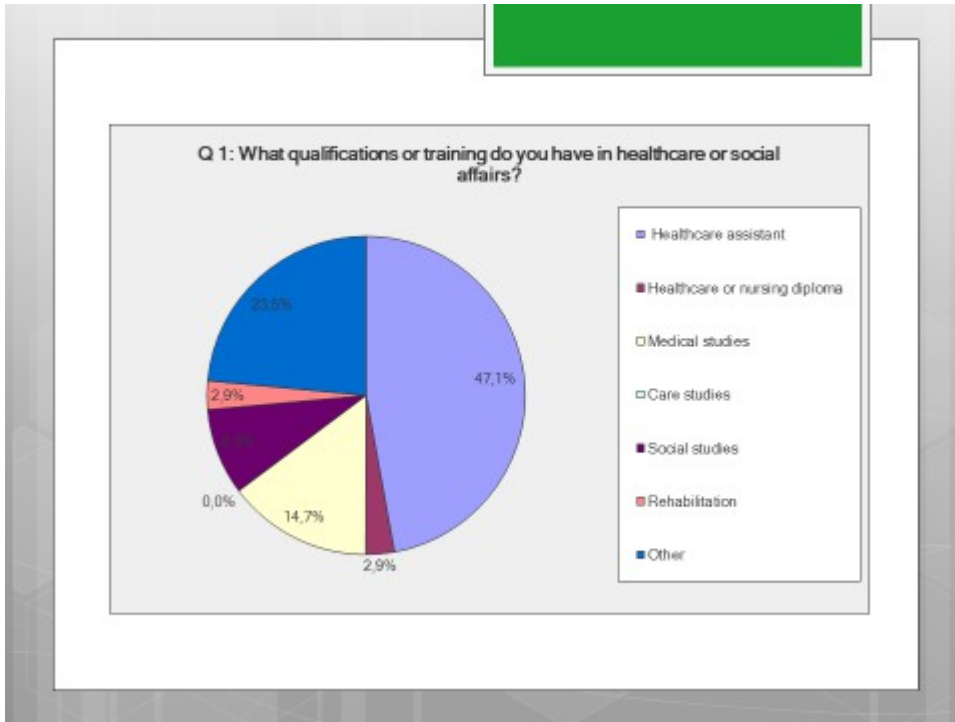




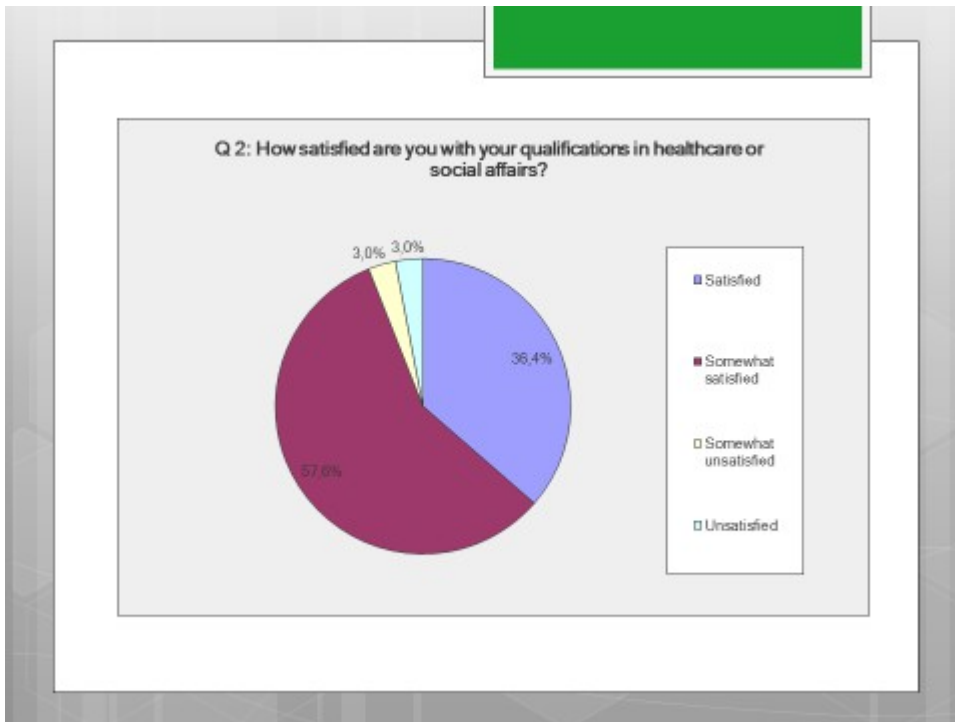
## WP 2- Need and research analysis



- 4.2 Current employees



- The majority of people have an education in healthcare assistant or something similar.





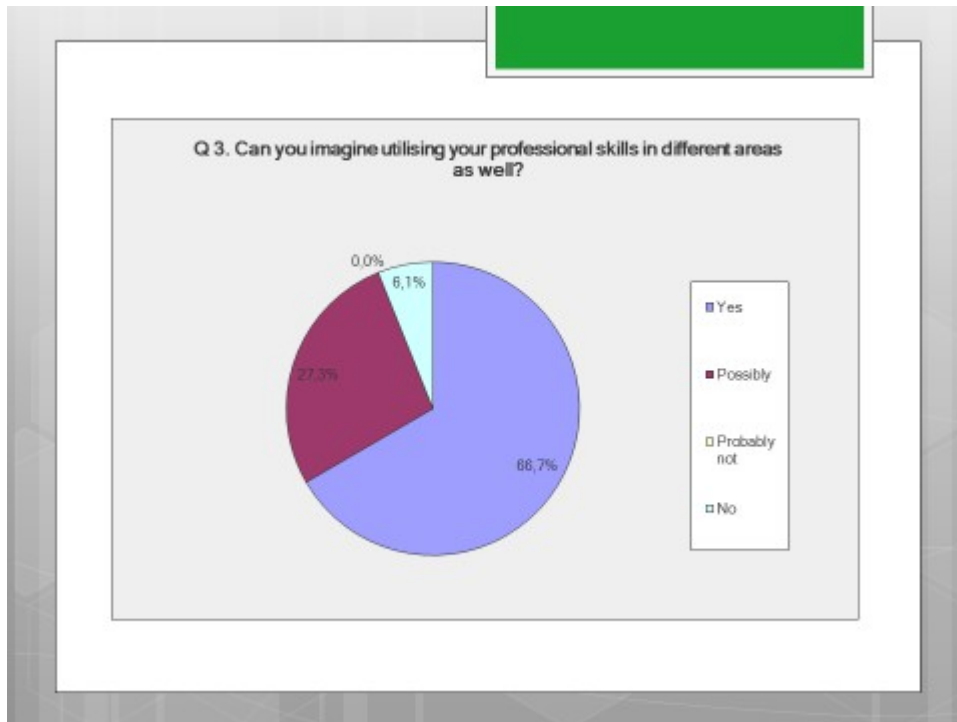
## WP 2- Need and research analysis

- More than half of the interviewed experts in health care are somewhat satisfied with their qualifications, and only 3 % are unsatisfied.

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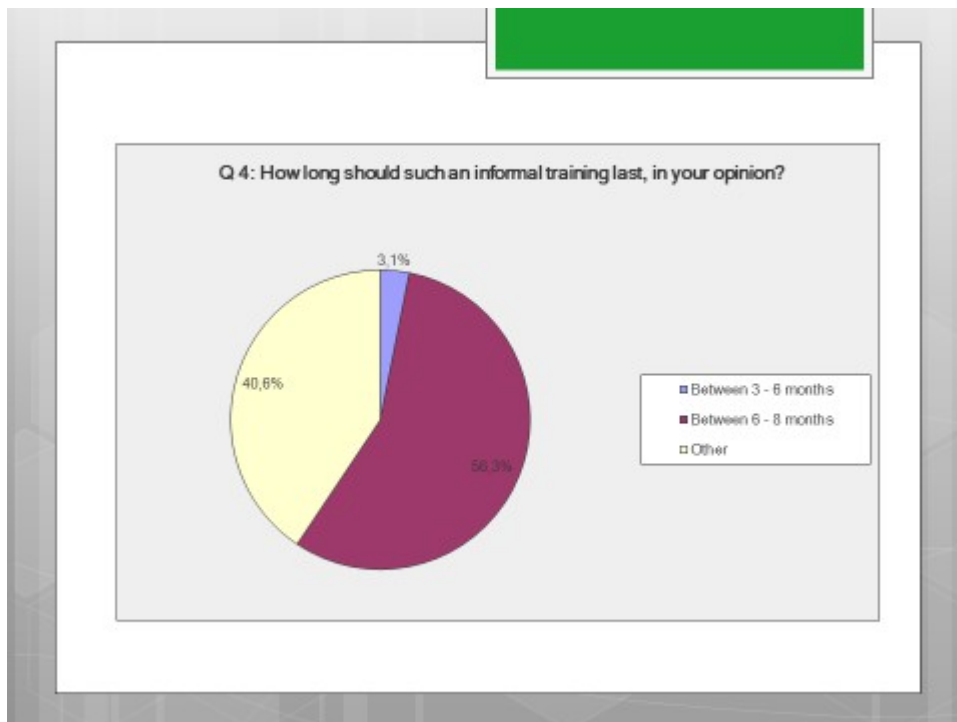
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- From all interviewed people could 66,7% imagine to use their skills in different areas as well.

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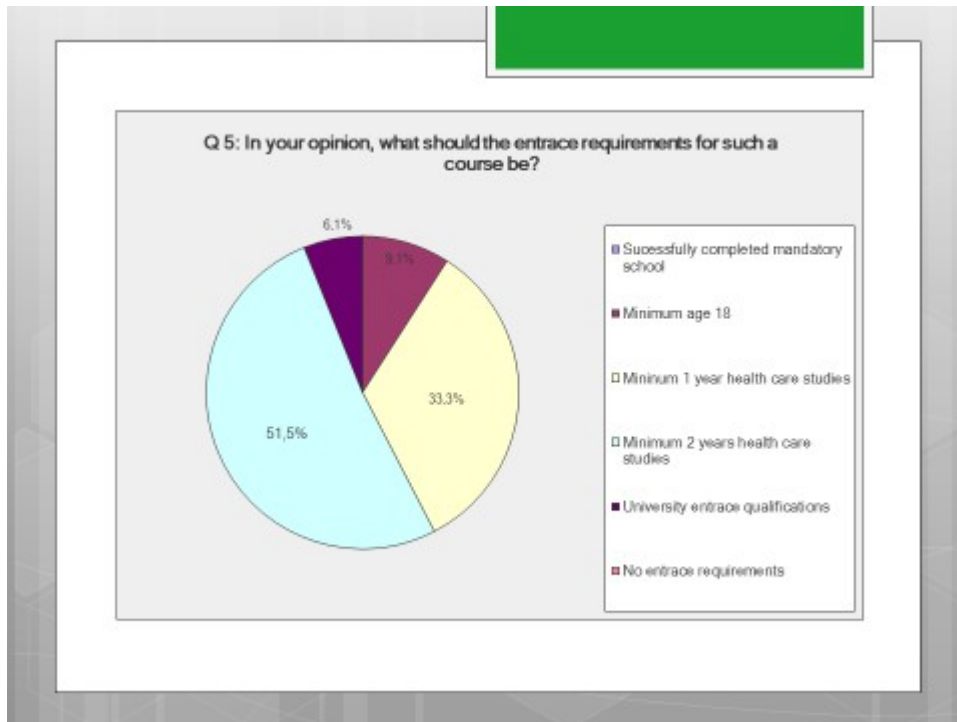


## WP 2- Need and research analysis

- More than half of people marked the duration 6-8months. The other suggestions were for a longer duration (800/1000 hours theoretical and practical training).



## WP 2- Need and research analysis

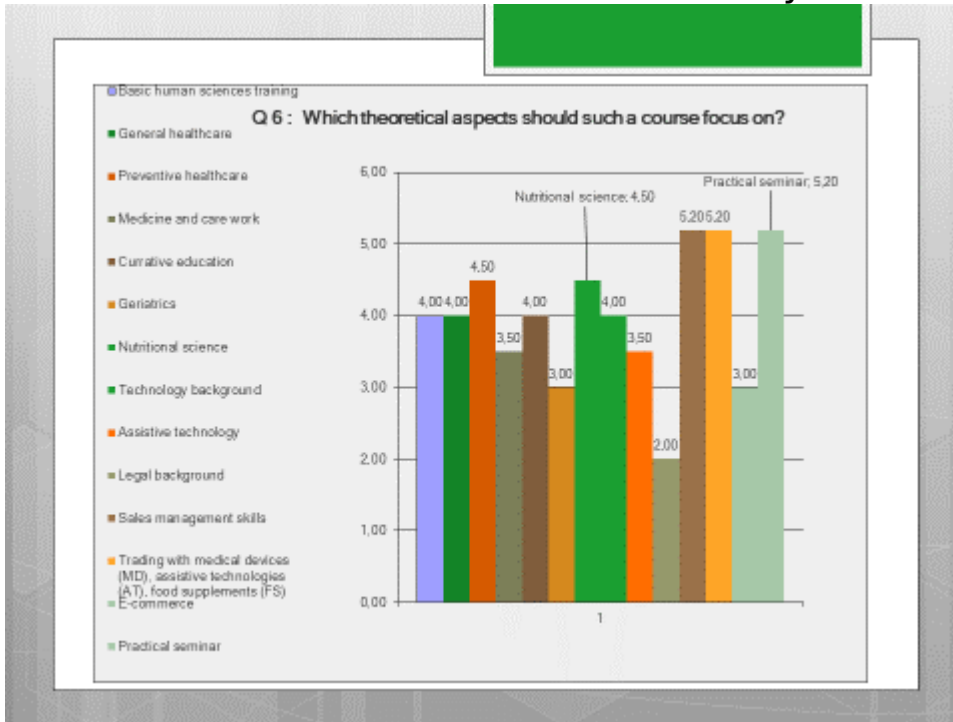


- This pie chart shows that 51, 5 % are for a minimum of 2 years health care studies. The entrance requirements should definitely have a correlation to health care.

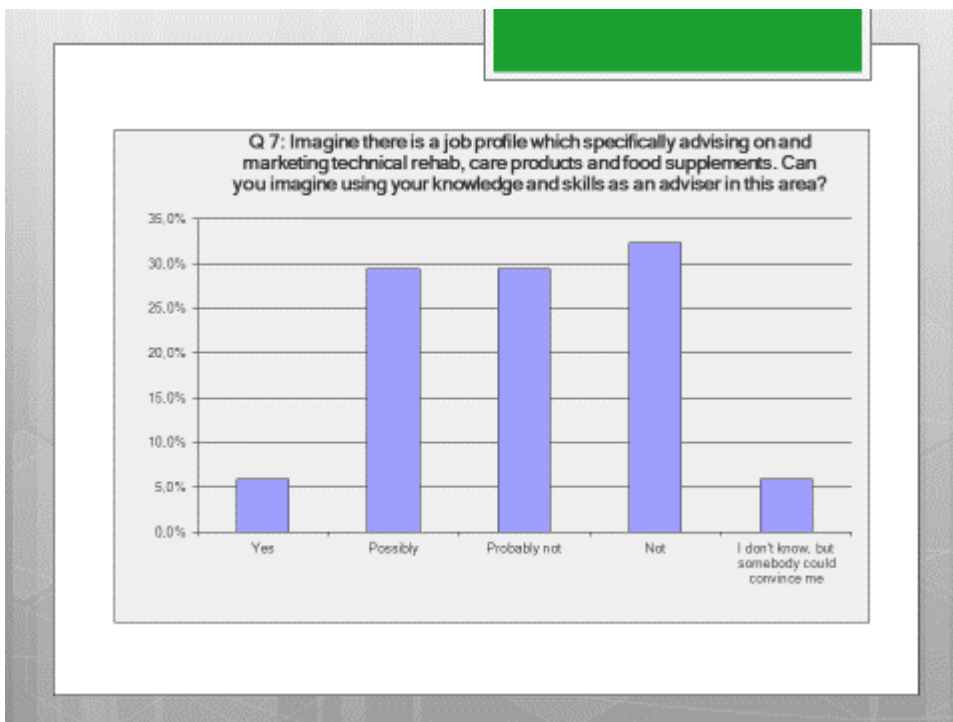




## WP 2- Need and research analysis



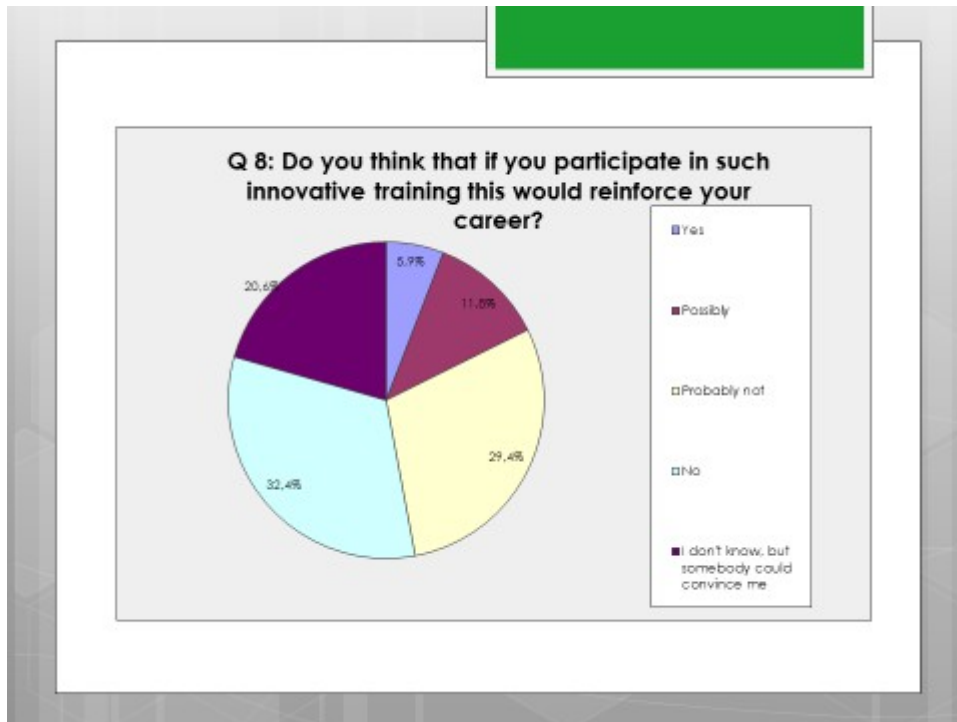
- The practical seminar, the trading with MD, AT, FS as well the sales management skills are the most important theoretical aspects in such a course.





## WP 2- Need and research analysis

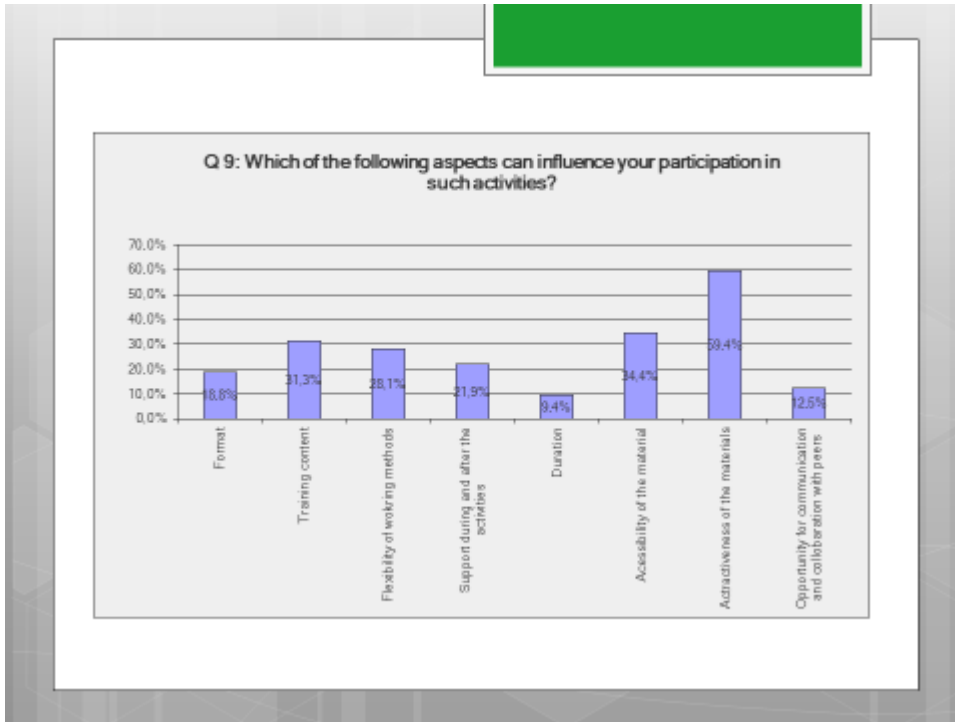
- In Austria the interviewed people are critical in using their knowledge as an adviser in this area.
- 
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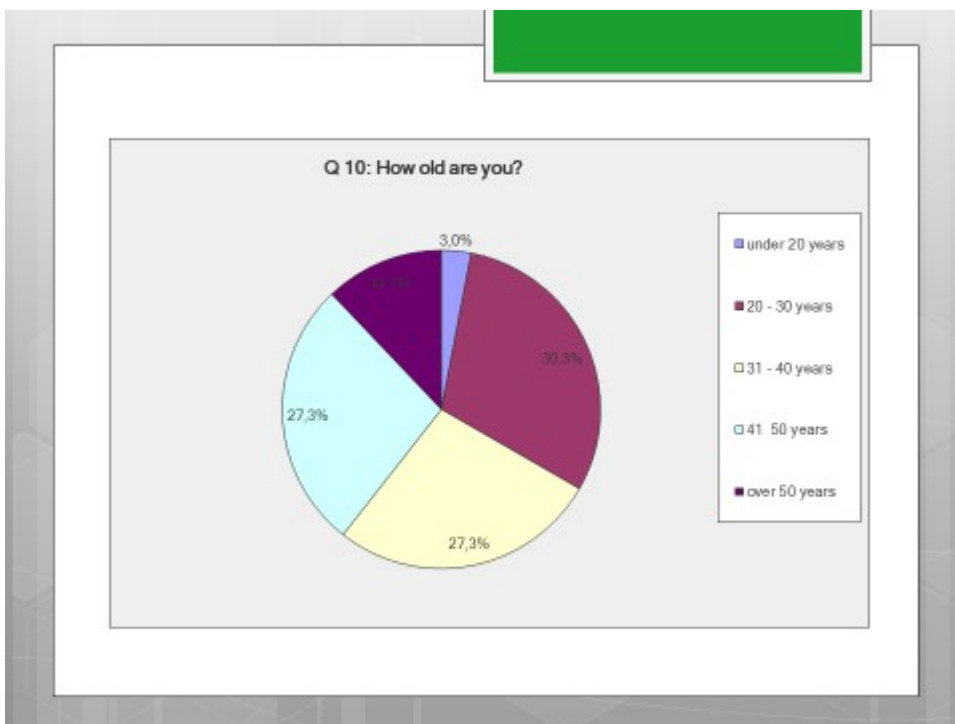
- In addition, they are also critical that the training could reinforce their career.
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## WP 2- Need and research analysis



- More than half of participants marked the attractiveness of the material, which could influence their participation.

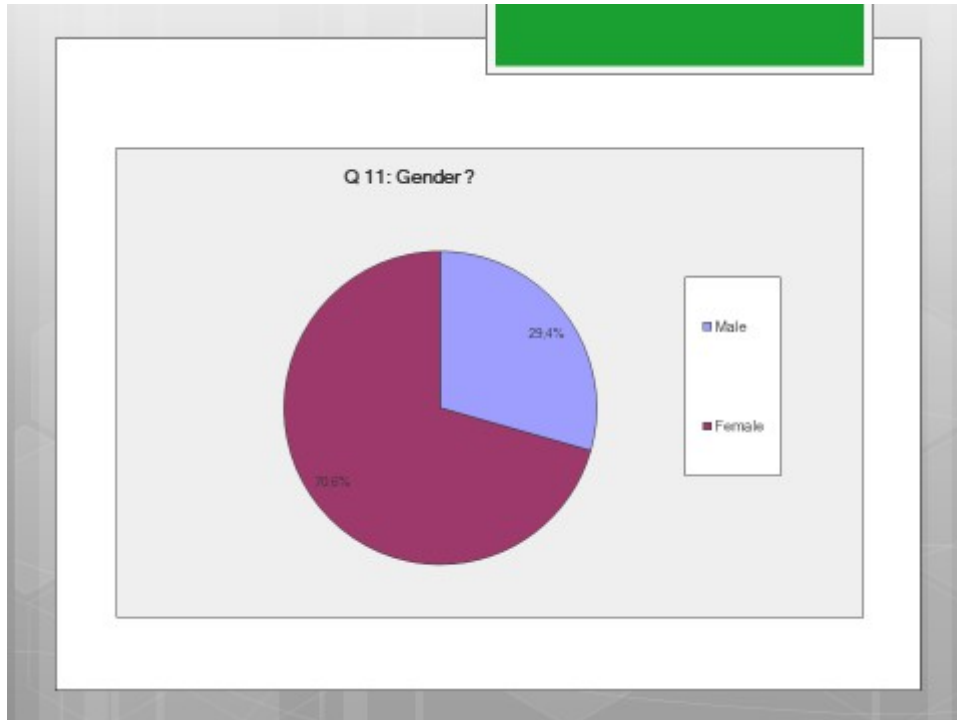


## WP 2- Need and research analysis

- The gender group is mixed, only 3 % are under 20 years.

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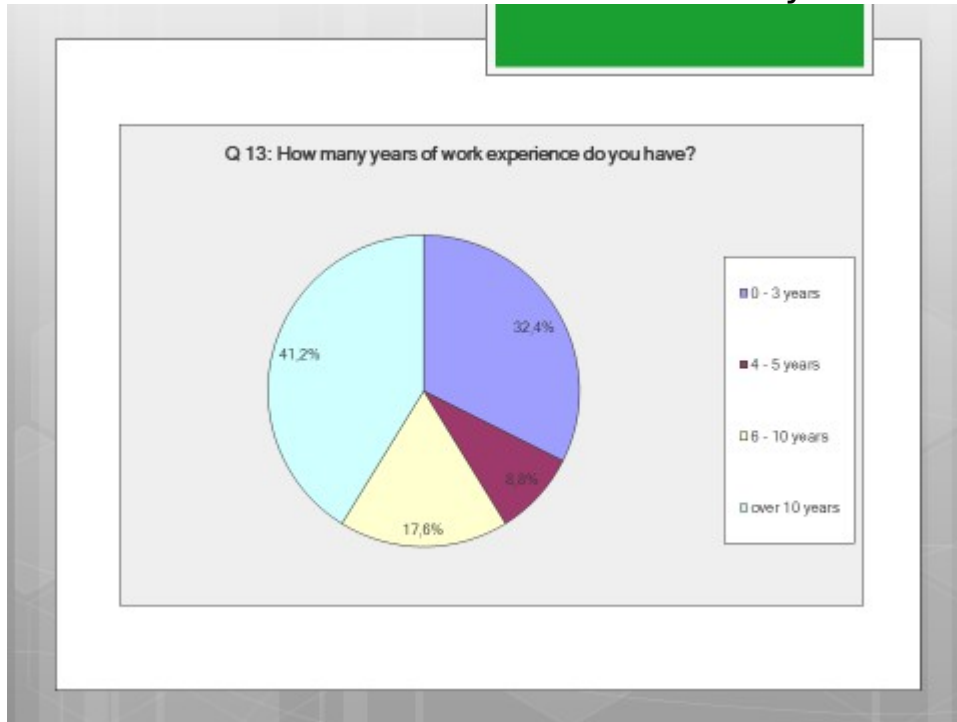
- Most of people are female (over 70 %).

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## WP 2- Need and research analysis



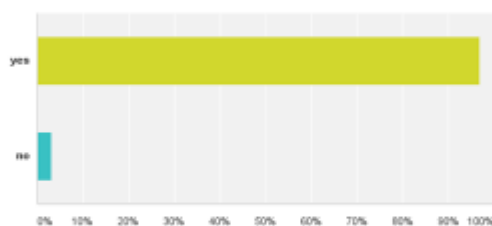
- The interviewed participants dispose of more than 10 years work experience.

- 
- **Q 14: If you are interested to be involved in forthcoming training activities, please provide your contact details :**
  - Nobody of the Austrian participants answered that question.
- 
- 4.3 VET trainers, policy makers
- 
- The Austrian team made face to face interviews with VET trainers; VET training centers, employers, well known NGOs, SMEs and with policy makers. The interviews were made between April and June 2014.
- 
- **Q1: What healthcare courses are currently being offered?**
  - Numerous studies/ educations in health care and social affairs.
    - School for general nursing/psychiatric nursing/pediatric nursing
    - School for healthcare assistant;
    - School for case worker with focus on elderly; case worker with focus on disabled persons; case worker with focus on families;
    - Training for home-care worker;
  - Studies for
    - Advanced nursing practice
    - Nursing science
    - Nutritional science
    - Clinical engineering
    - Dietics
    - Disability and diversity
    - Gerontology
    - Health management
    - Social management
    - Health technology assessment
    - Medical engineering
    - Process management in health care
    - Social work
-

- 
- **Q2: Have you noticed changes in healthcare, and how you can describe them?**
- The common answer was “yes” and the description was about the lack of time for the patient’s needs.
- Most of the interviewed people talked about the numerous educational possibilities in health care and social welfare in Austria. They called it an “educational jungle “. Some of them would like to simplify the trainings. Nevertheless, it seems that each sector should have its own education/training. Therefore, it is difficult for younger people to find the convenient education.
- 
- **Q3: How are you, as a trainer/centre/organisation/authority reacting to these challenges?**
- Participation in expert commission
- Try to simplify educations
- More and exact information for interested people
- 

Q4: Is there an occupational profile that specifically relates to the advising on and distribution of technical medical rehab and care products and nutritional supplements, or similar? If yes, what do these comprise?

Beantwortet: 32 Übersprungen: 9



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- assistive technologies
  - salesman/woman for medical products
  - nutrition experts
  - salesman/woman for rehab products
- 
- 

- 
- 32 participants answered, that there is a similar job profile in Austria. The frequently used answers were:
  - pharmaceutical assistant
  - technician for



- 
- 
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**Q5: 5. What do you think the framework for a course for such a profile should comprise?**

Beantwortet: 30 Übersprungen: 11

Antwortmöglichkeiten	Beantwortungen	
Entrance requirements	56,66%	15
Duration of training	13,33%	4
Key theory	36,66%	21
Course completion	63,33%	19
Practical skills	56,66%	15
Evaluation	6,66%	0
Befragte gesamt: 30		

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- More than half of interviewed experts told us, that it is enormous important to have course completion. They common idea was to create an international appreciation for such a training. The practical skills, as well the entrance requirements are important for them.
- 

**Q 6 : What key /transversal competences should a prospective trainee for such a qualification bring with them?**

Answer Options	Response Percent	Response Count
ability to work in a team	4,9%	2
problem solving	7,3%	3
communications skills	100,0%	41
customer orientation	70,7%	29
innovation	17,1%	7
self development	80,5%	33
reliability	53,7%	22
accuracy	53,7%	22
flexibility	56,1%	23
emphaty	56,1%	23
economic skills	85,4%	35
technological skills	41,5%	17
Others: please specify		0
answered question		41
skipped question		0





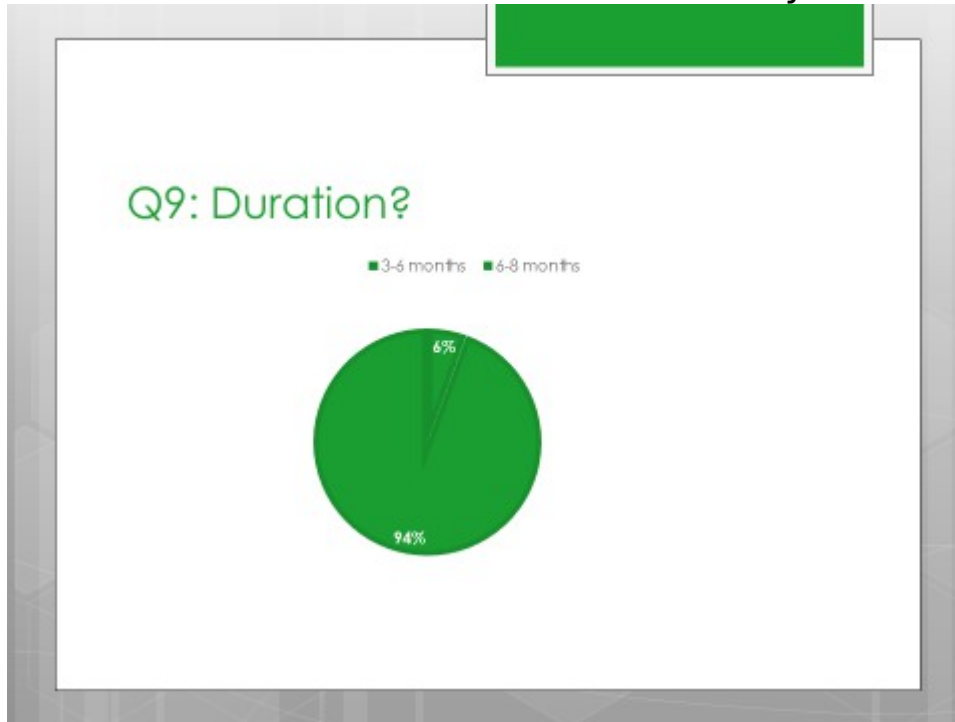
## WP 2- Need and research analysis

- The interviewed people agreed over the importance of communications skills for prospective trainees. Self-development, as well economic skills are important to them.

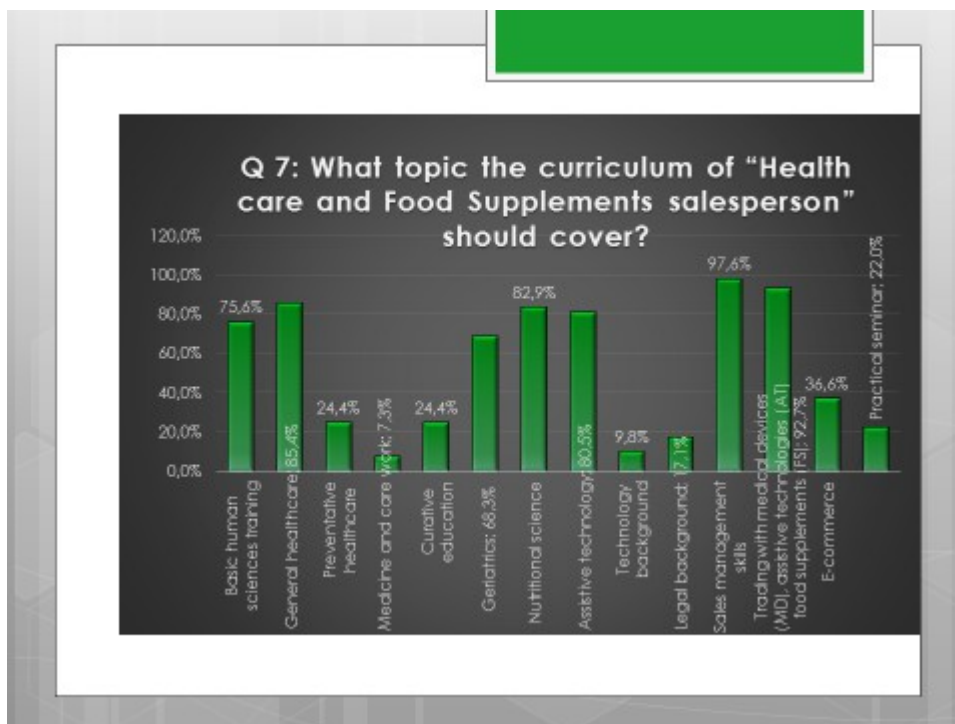




## WP 2- Need and research analysis



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- Related to the duration for such a training 93% of the interviewed experts were for 6-8 months education time, or even longer (1000-1200 hours). Frequently mentioned was the need of the international acceptance of the training.
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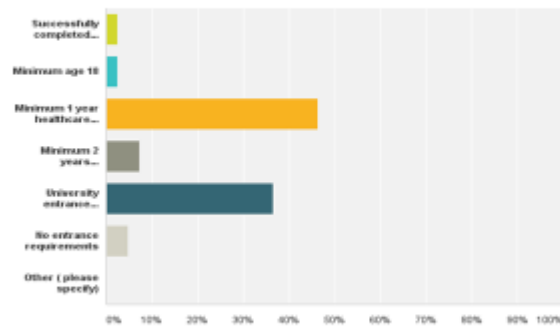


## WP 2- Need and research analysis

- Most frequently answer were the sales management skills closely followed by the trading with MD, AT and FS.
- Medicine and health care, technology background and the legal background are less important to them.
- 

### Q8: What kind of educational background the prospective trainee should posses in order to be able to complete successfully such course?

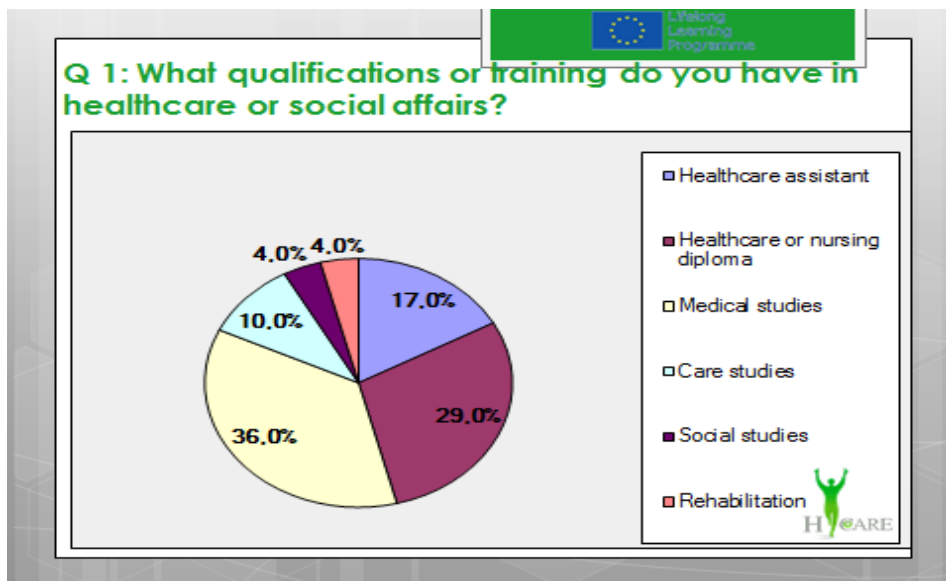
Beantwortet: 41 Übersprungen: 0



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- Related to the educational level the trainee should dispose of minimum 1 year health care studies, or university entrance requirement.
-

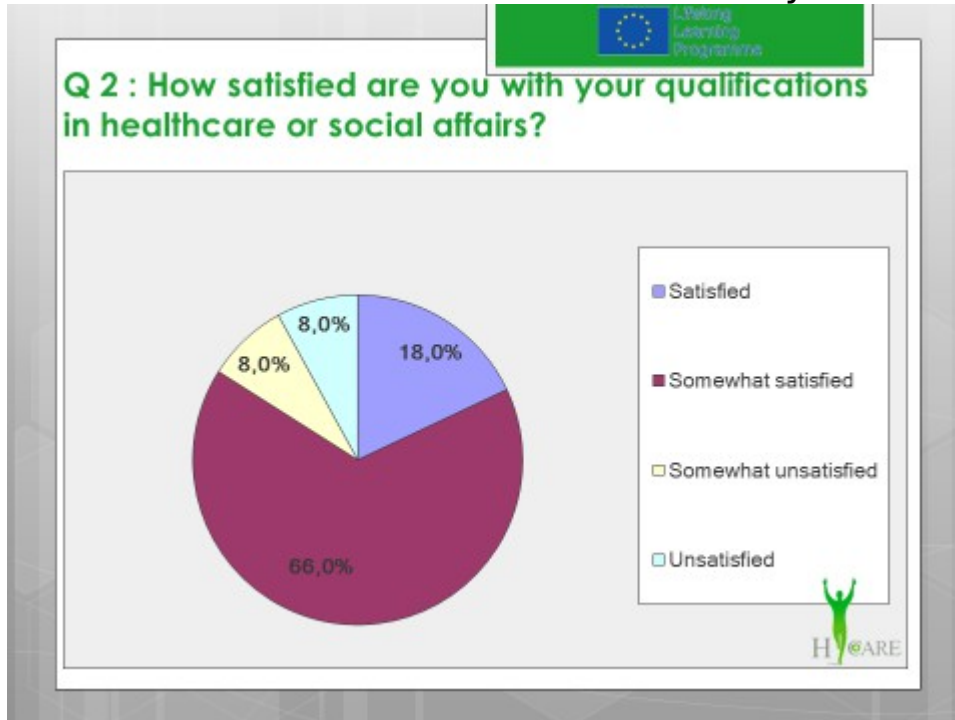
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- 5. Need and research analysis – BULGARIA
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- The Bulgarian team interviewed **33 current employees, 32 job seekers** between April and June 2014.
- 5.1 Job seekers



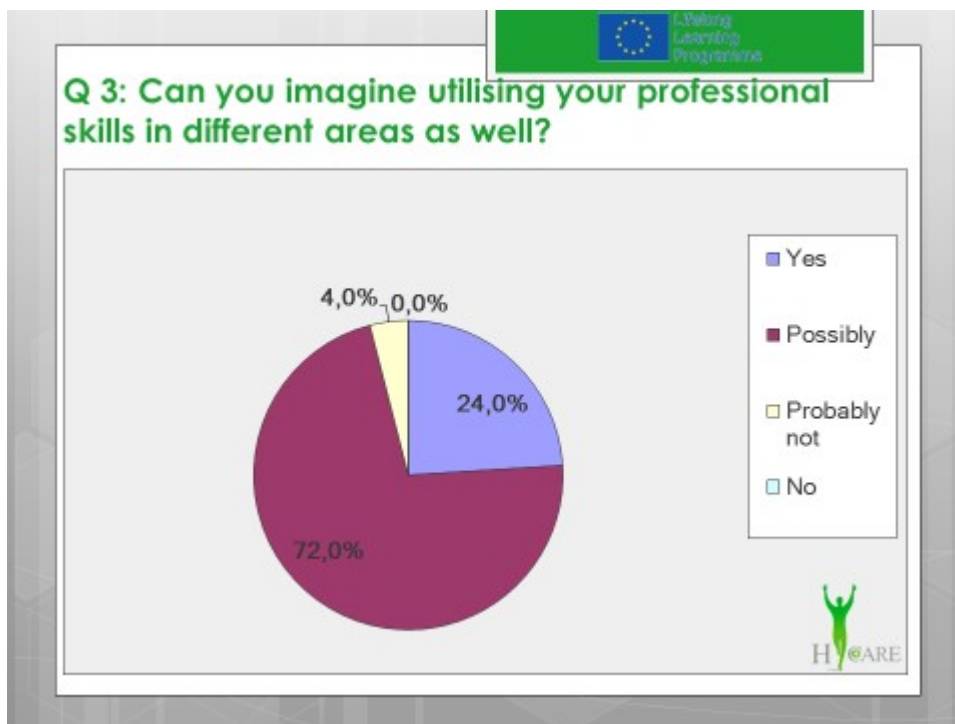
- 
- The majority of respondents have qualifications in the field of medical studies, social studies and healthcare. More than 2/3 of them are seeking for a job more than 6 months.



## WP 2- Need and research analysis



- 66% of them are not satisfied with current level of their knowledge, skills and competencies
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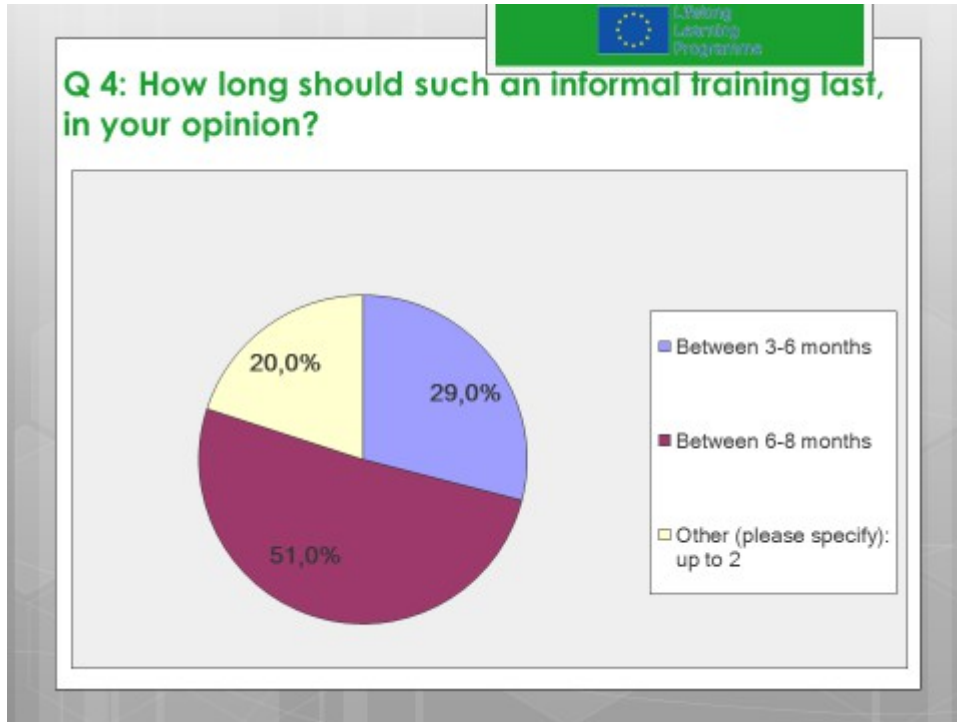


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## WP 2- Need and research analysis

- Almost all respondents thought that they could transfer their skills to another healthcare area such as Sales of medical devices, food supplements and healthcare prevention.

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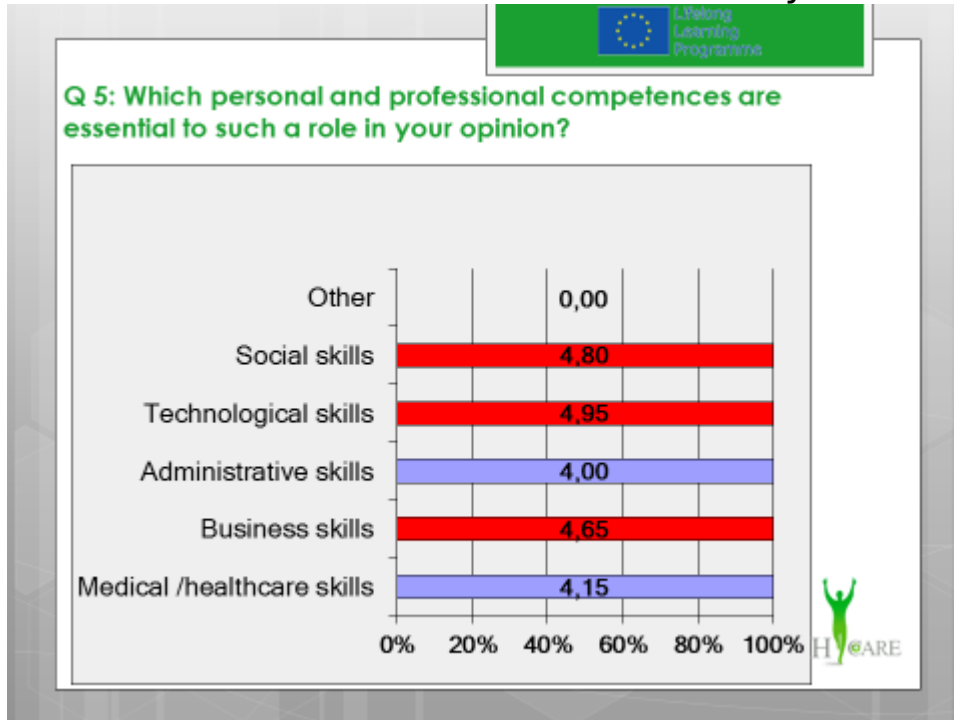


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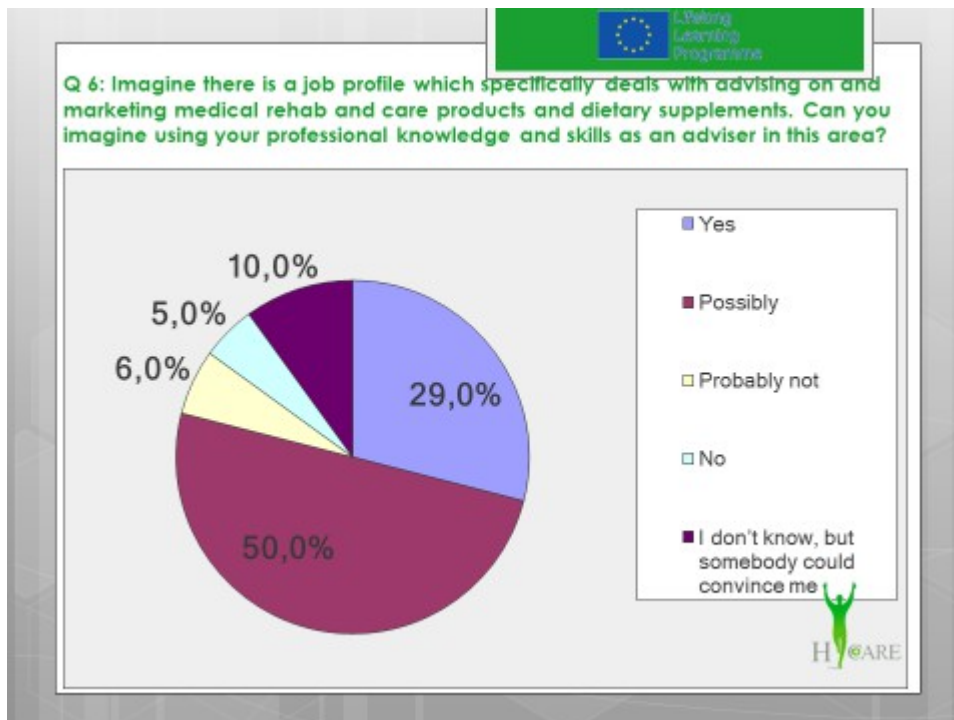
- More than half of the respondents imagine such course to be organized between 6-8 months while the rest 1/3 choose between 3-6 months.



## WP 2- Need and research analysis

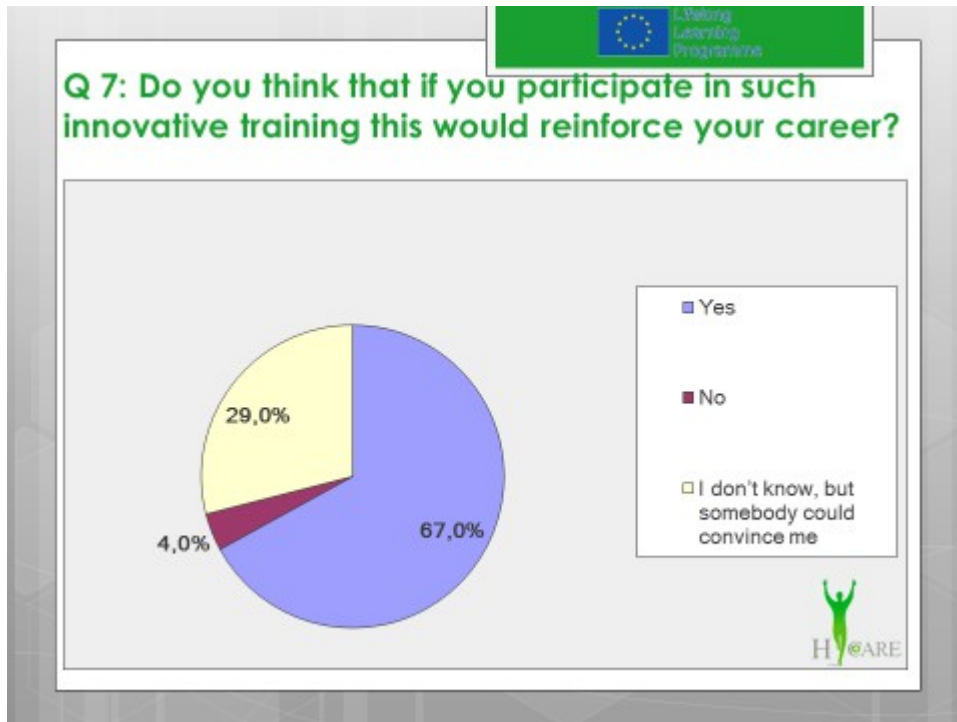


- Among essential skills important for such job profile they suggested technological skills, social skills and business skills. Obviously they focus more on client-oriented interaction and sales improvement rather than medical and healthcare knowledge.



## WP 2- Need and research analysis

- There is a clear desire (2/3 of the respondents) to participate in course such as the H-CARE one. Such course could reinforce their career development although there is an important percent of people who needs to be convinced on its effectiveness and importance.

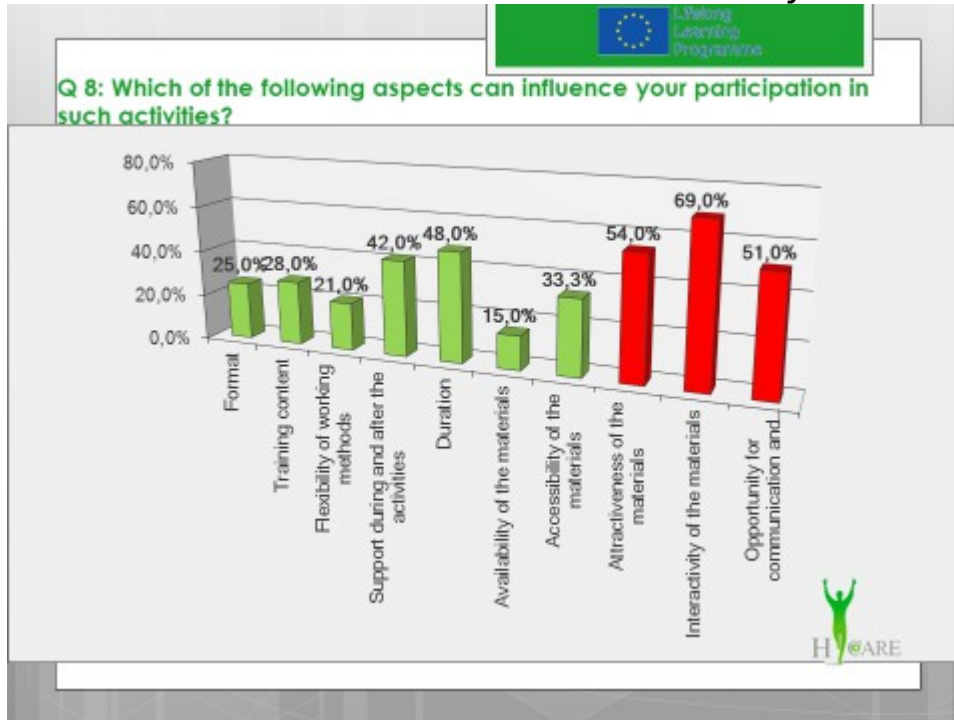


- There is a clear tendency on the aspects which influence their participation in such training such as Interactivity and attractiveness of the training materials and the opportunity for peer collaboration.





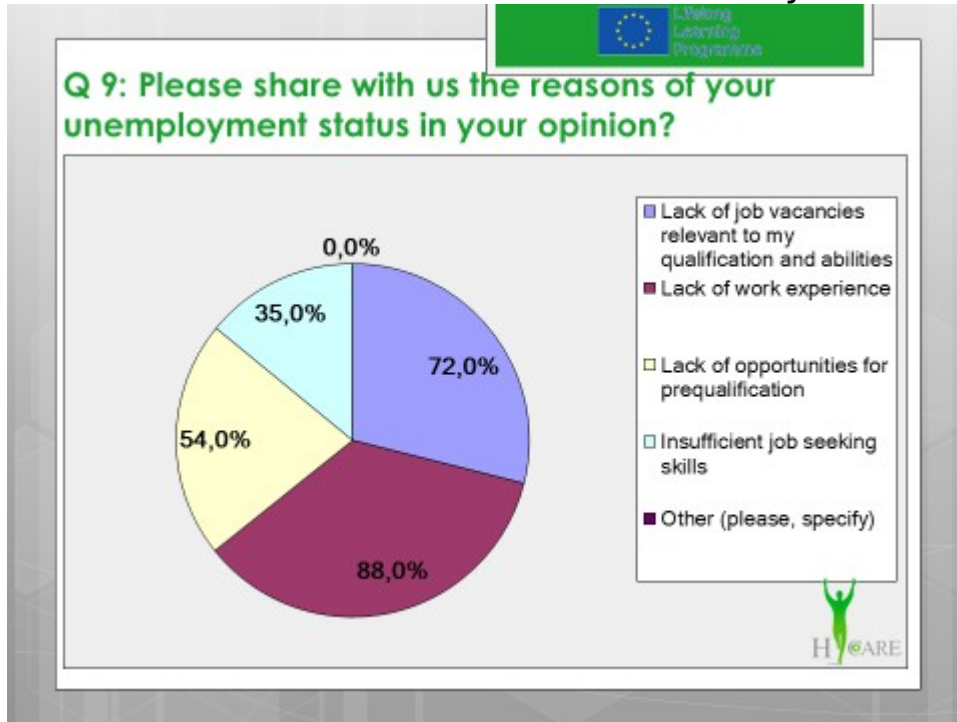
## WP 2- Need and research analysis



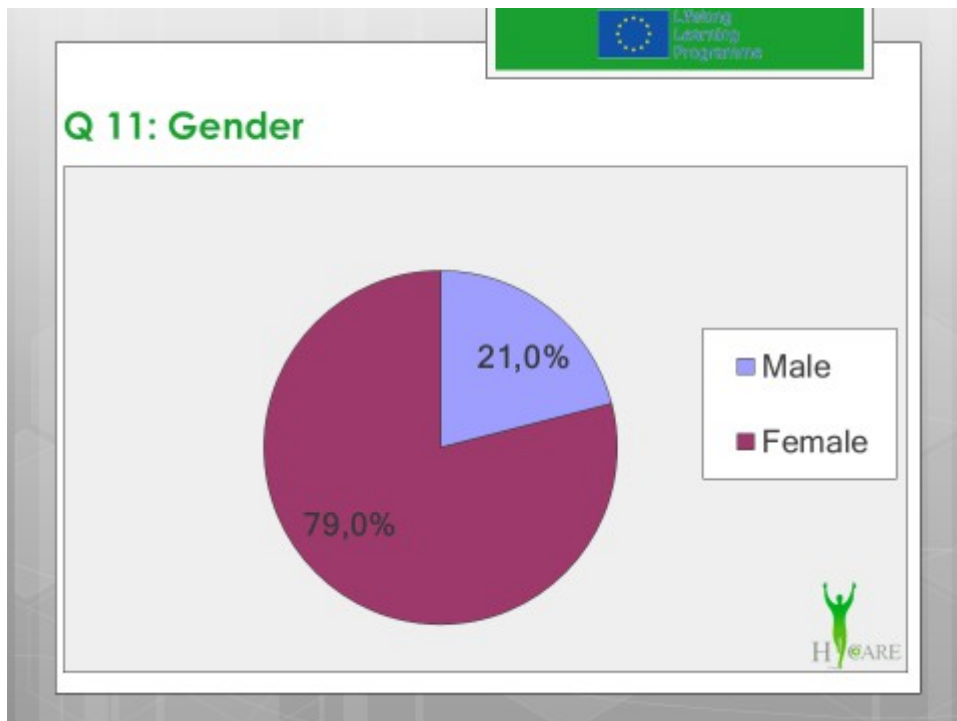
- 
- It is important to be mention that among respondents there are people who are not so far involved in the health care sector but would like to seek for career development in that area.
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## WP 2- Need and research analysis



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## WP 2- Need and research analysis



Lifelong Learning Programme

### Q 12: What was your last role at work?

- Salesperson
- Physicist
- Curator
- Teacher
- Engineer
- Economist
- Cashier
- Social assistant
- Technical assistant
- Real estate consultant
- Agriculturist
- Baker
- Industrial engineer



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Lifelong Learning Programme

### Q 13: How long have you been looking for a job?



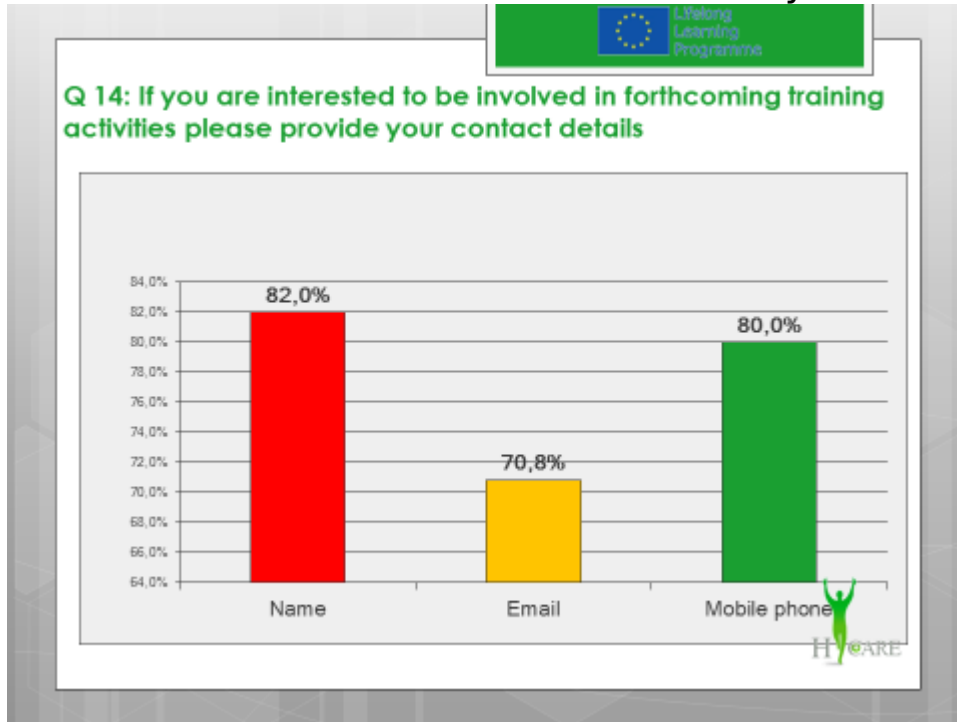
Duration	Percentage
0-1 month	4,0%
2-3 months	7,0%
4-5 months	11,0%
more than 6 months	78,0%



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## WP 2- Need and research analysis



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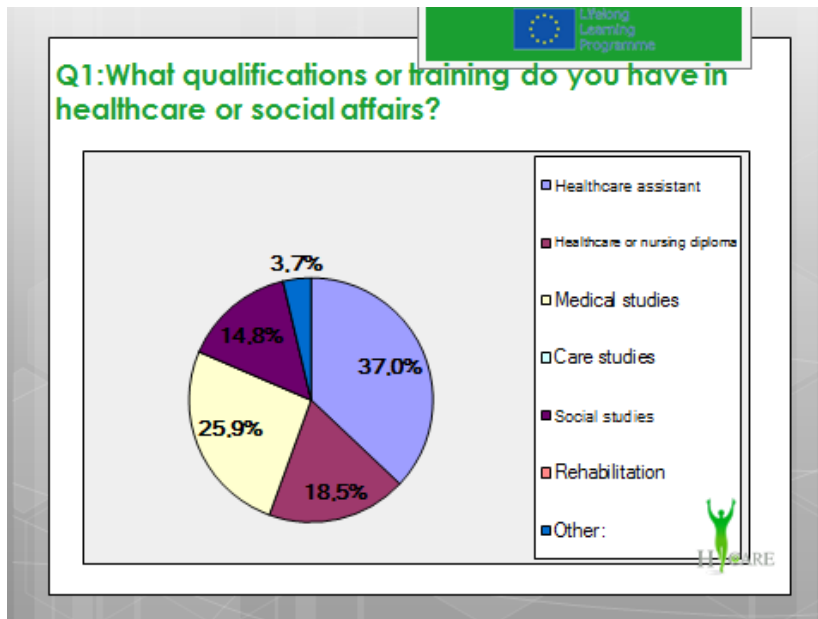


## WP 2- Need and research analysis



- 5.2 Current employees

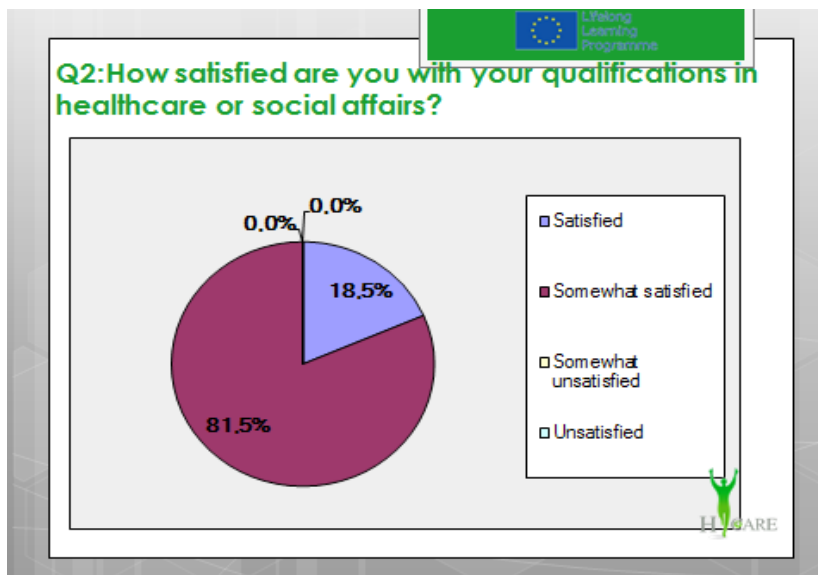
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- The majority of respondents have qualifications in the field of healthcare, medical and social studies.

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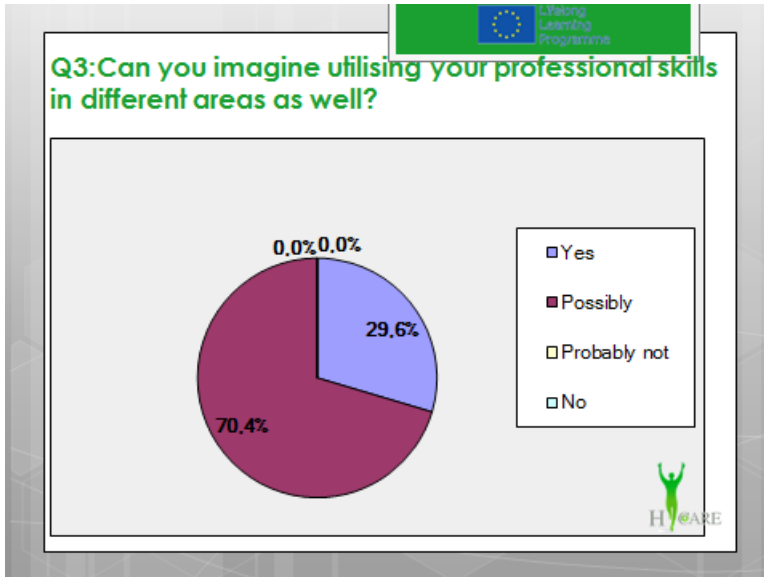
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- 85% of them are partially satisfied with current level of their qualification.



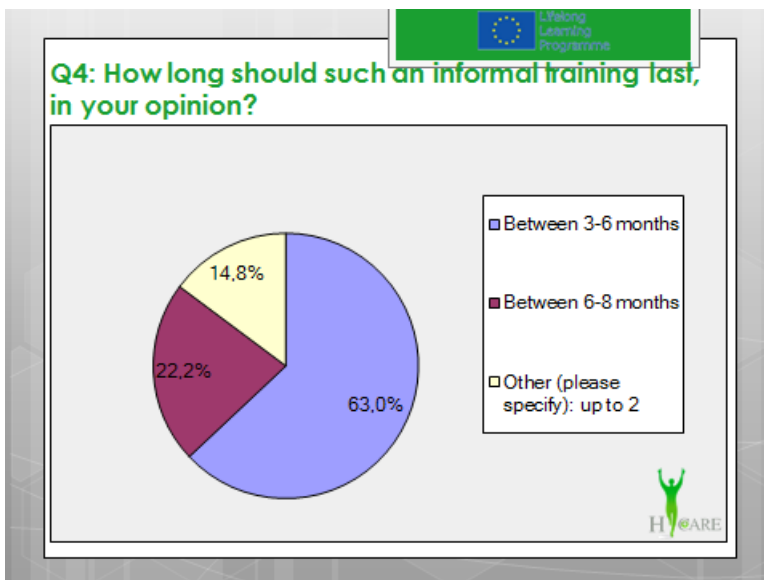
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- 2/3 of the respondents thought that they could utilize their professional skills in health care.

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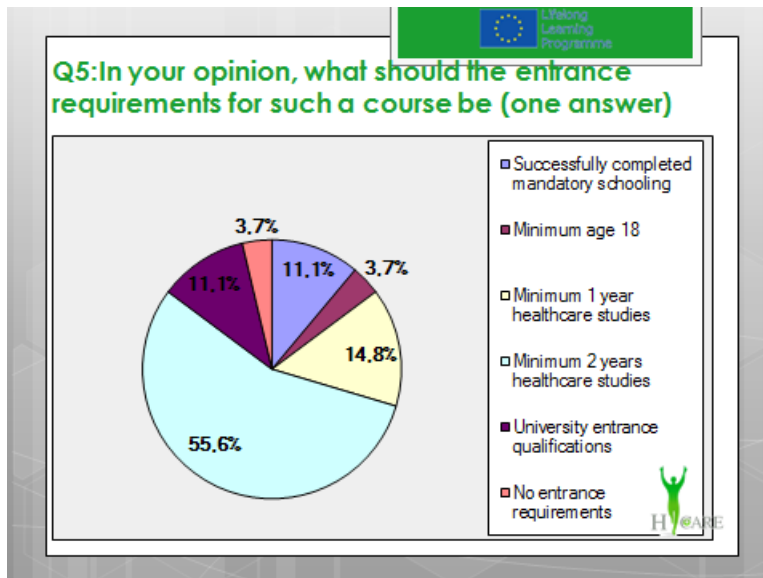


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## WP 2- Need and research analysis

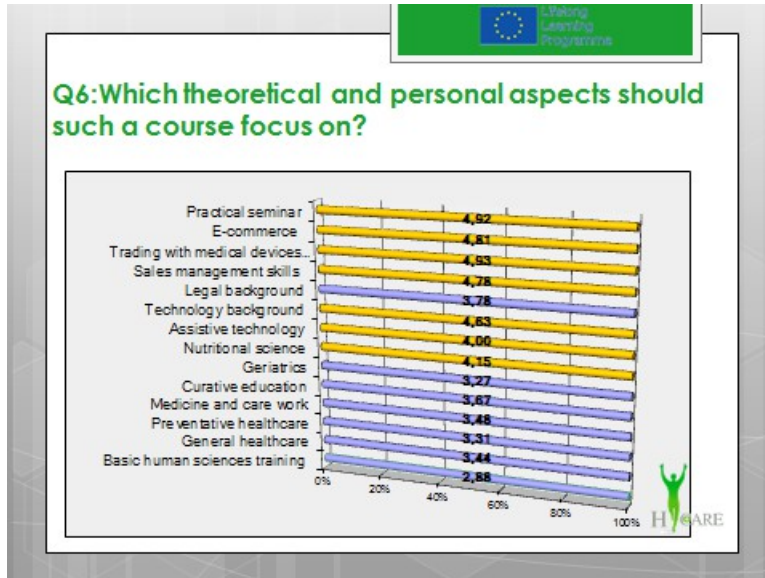
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- More than half (63%) of the respondents imagine such course to be organized between 3-6 months.

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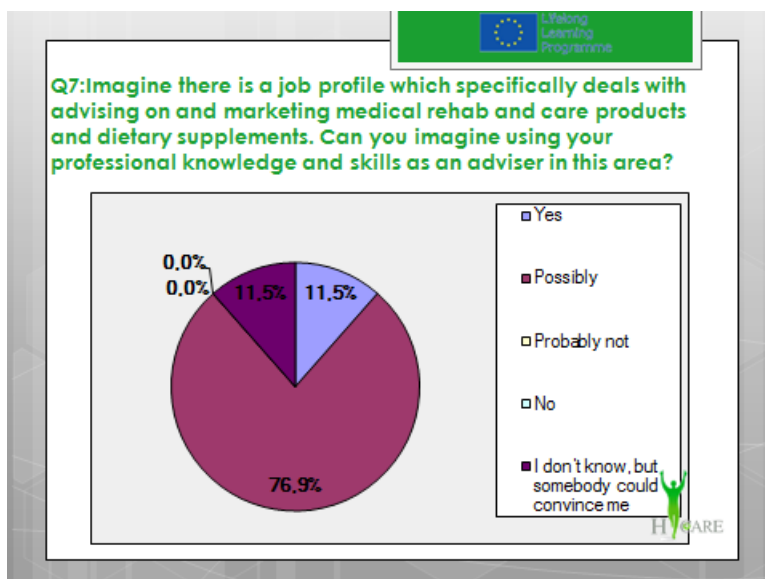


- 
- Among important entrance requirements for such job profile they suggested at least 1 or 2 years of minimum work experience in the health care.

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- As top 5 of theoretical and personal aspects which such course should include are: sales management skills, trading of medical and rehab devices and food supplements, e-commerce, technology background and practical seminars.
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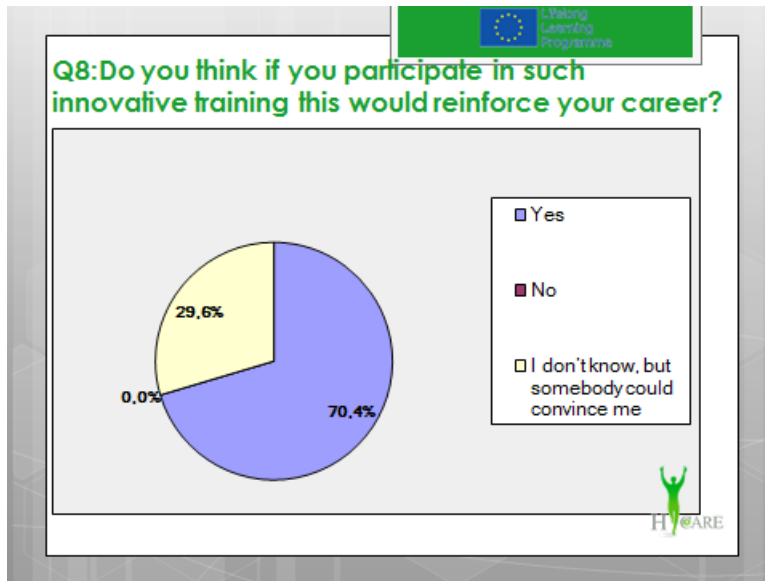




## WP 2- Need and research analysis

- There is a clear desire (more than 2/3 of the respondents) to participate in course such as the H-CARE one. Such course could reinforce their career development although there is an important percent of people who needs to be convinced on its effectiveness and importance

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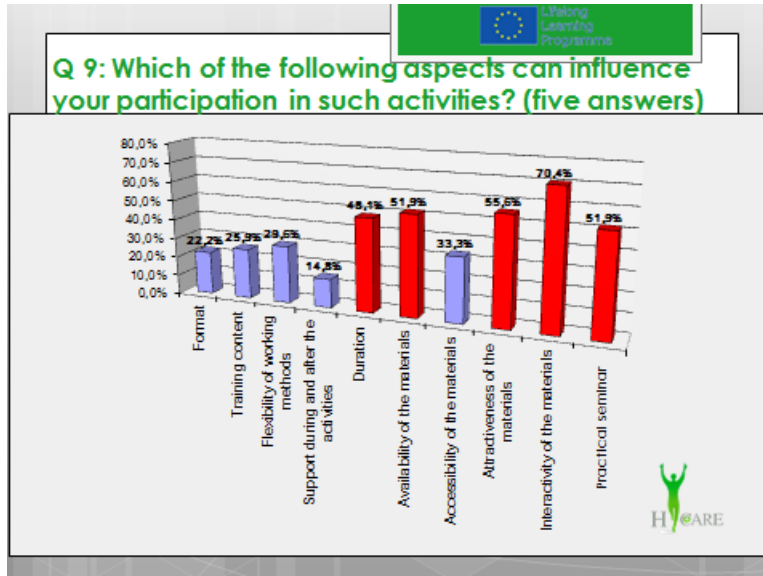
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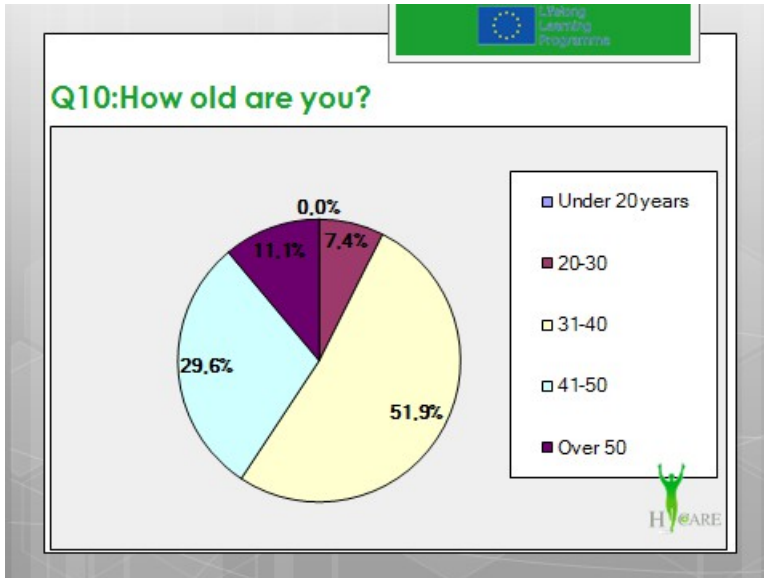
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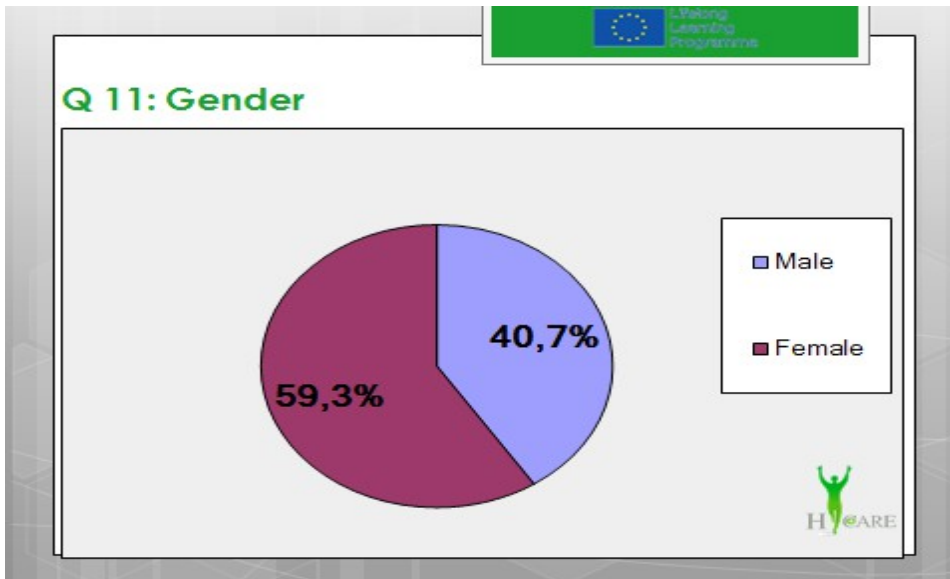
## WP 2- Need and research analysis



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- There is a strong tendency on the aspects which influence their participation in such training such as Interactivity and attractiveness of the training materials and the opportunity for practical seminars.
- It is important to be mention that among respondents there are people who are not so far involved in the health care sector but would like to seek for career development in that area.
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## WP 2- Need and research analysis



### Q 12: What is your current role at work?

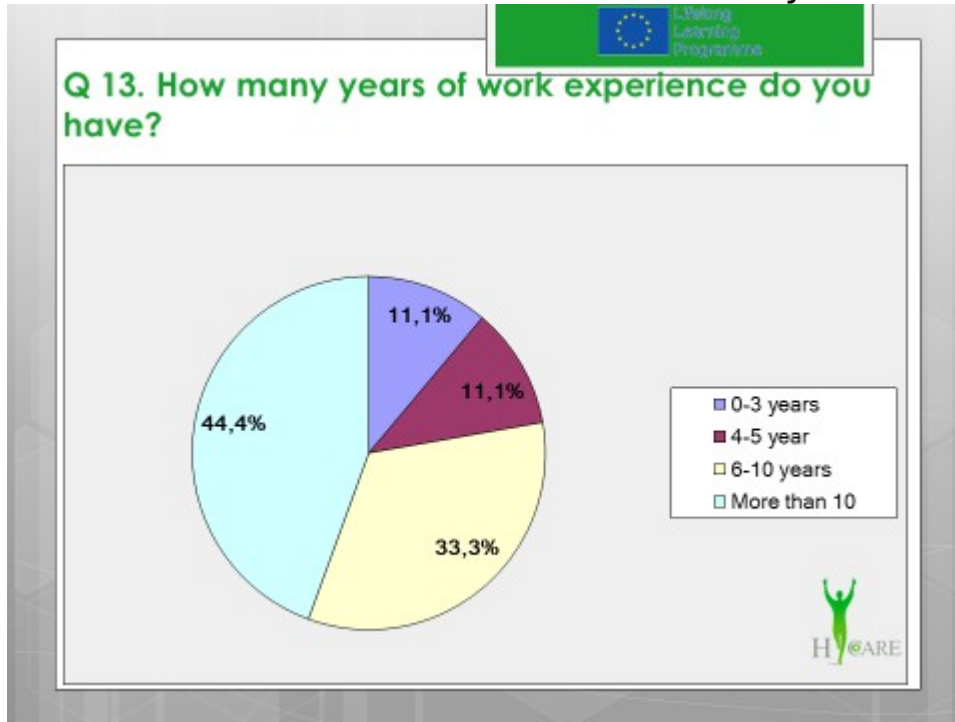
- Health care coordinator
- Patient organizations' coordinator
- Nutritional consultant
- Cosmetics consultant
- General practitioner
- Medical specialists



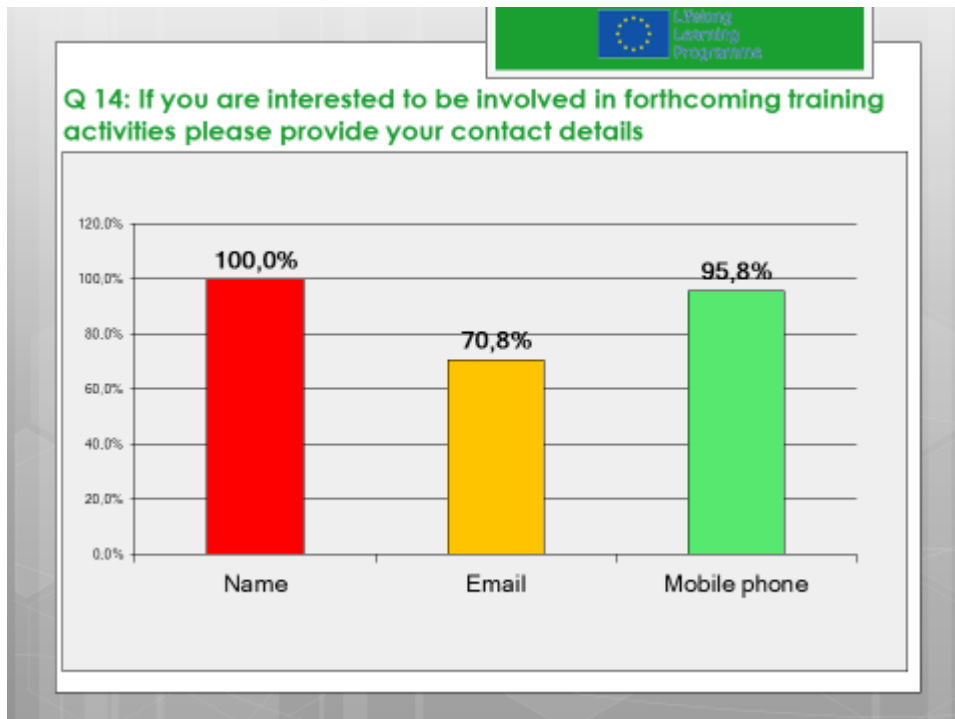
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## WP 2- Need and research analysis



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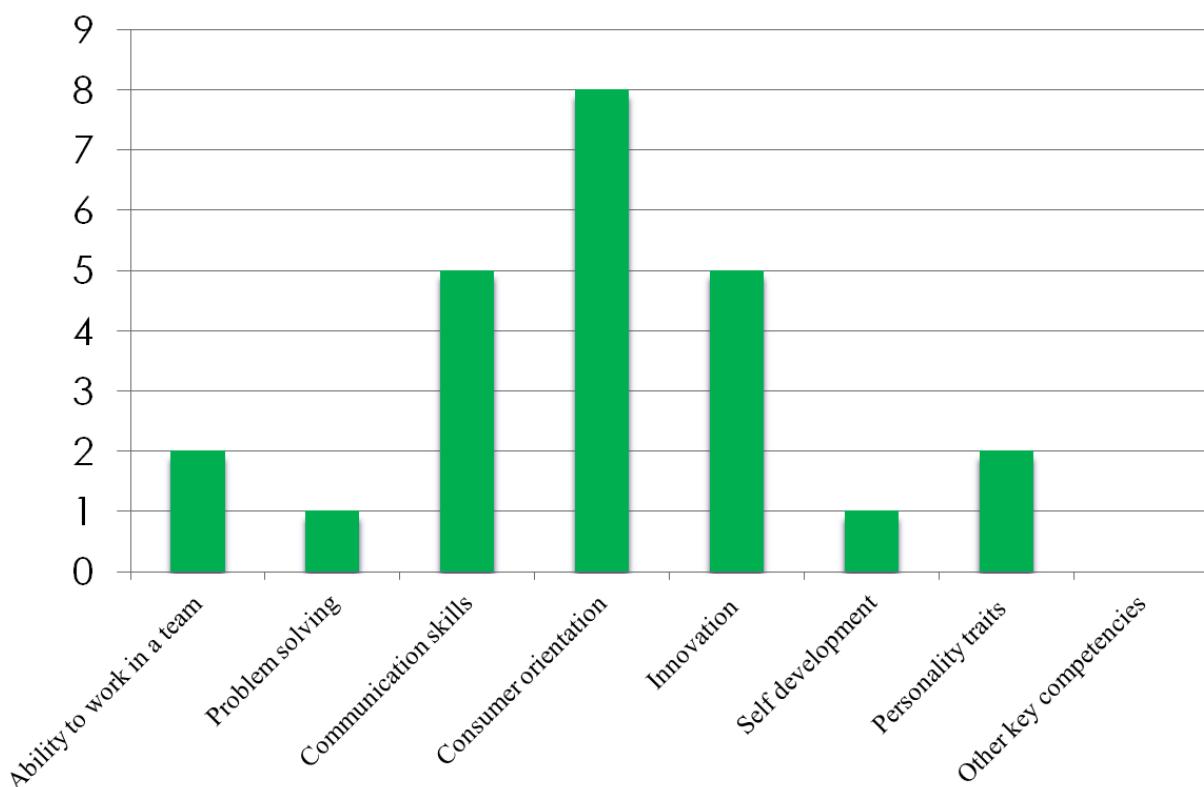


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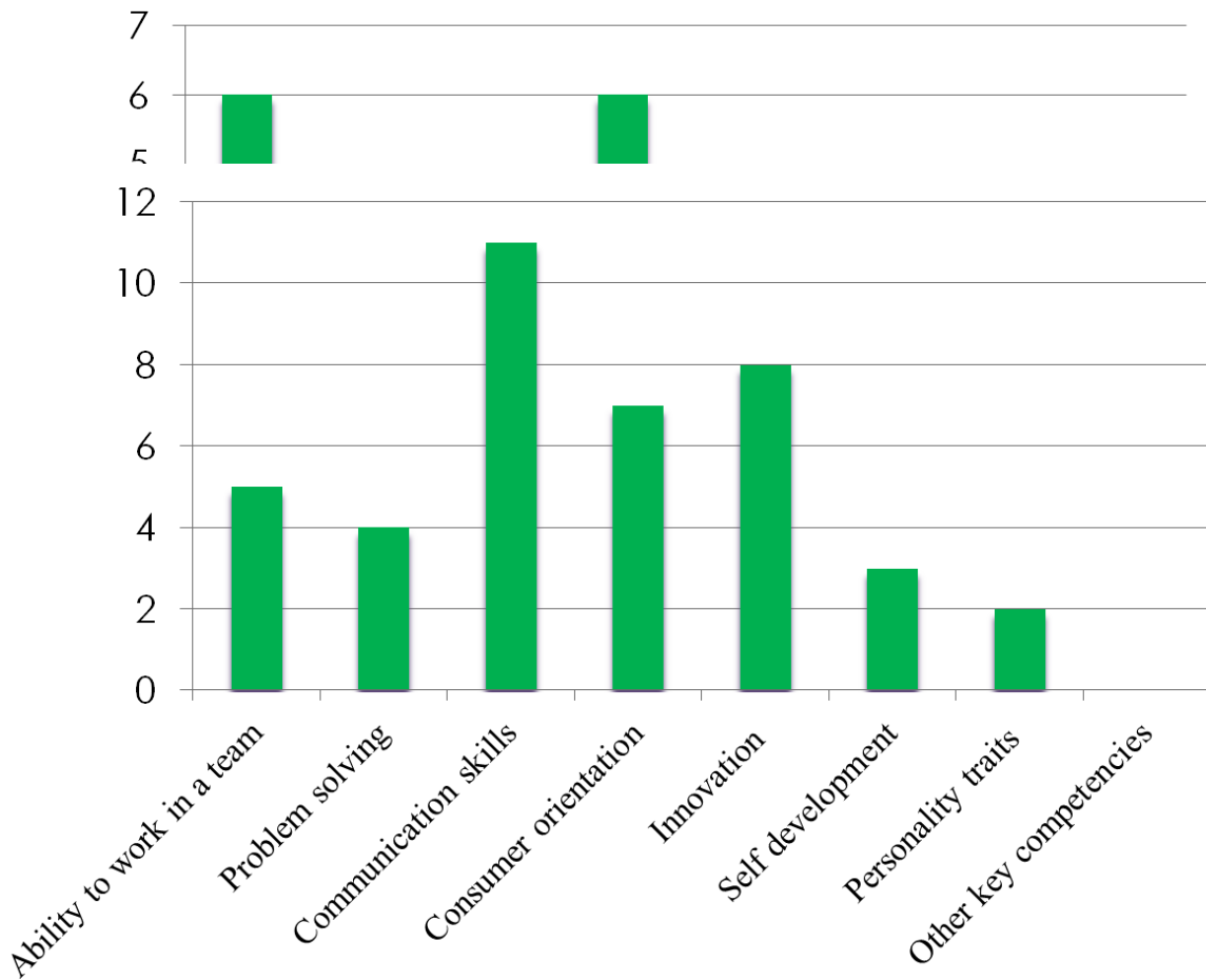


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- **5.3 VET trainers, policy makers**
- 
- During May 2014 and the first two weeks of June 2014 NAVETs team from the project made interviews and discussions with VET training centers. As well the made personal interviews and discussions with employers at one of the biggest medical and dental exhibitions in Bulgaria – BULMEDICA and BULDENTAL in Inter Expo Center Sofia and personal interviews and discussions with employers in the sector.
- The participants in the focus group and in the interview presented two opinions on this question:
  - Not familiar with any present healthcare courses
  - Some companies that distribute technical medical rehab and care products and nutritional supplements organize their own courses.
- Most of the answers were: **Not familiar with any present healthcare courses.**
- 
- **2. Have you noticed changes in healthcare, and how you can describe them?**
- 
- The participants in the focus group and in the interview presented several opinions on this question with references what should be changed in healthcare sales education:
  - Necessity of new professions, job profiles
  - 
  - Sales of **nutritional supplements** and **technical medical rehab and care products** should be divided as two different profiles. The nutrition sales person must obtain better medical education than the technical medical rehab sales person.
  - The education for selling nutritional supplements and technical medical rehab and care products in Bulgaria is acquired only in specialized medical schools and not many medics work as sales persons
  - The education should give good competences and consistence with the changes in the sector (technology, equipment, design of orthopedically equipment).
- **3. How are you, as a trainer/centre/organisation/authority reacting to these challenges?**
- The participants in the focus group and in the interview presented two opinions on this question:
  - Offering more information to the target groups
  - Stimulating personal to acquire better knowledge and skills
  - Participation in expert commission for constructing State Educational Requirements
  - Legislation changes for Food Supplement regulation
-

- 
- **4. Is there an occupational profile that specifically relates to the advising on and distribution of technical medical rehab and care products and nutritional supplements, or similar? If yes, what do these comprise?**
- The participants in the focus group and in the interview presented two opinions on this question:
- Some companies in the sector form their own occupational profile, sales person (agent) or others.
- No
- Most of the answers were: No
- **5. What do you think the framework for a course for such a profile should comprise?**
  - • Entrance requirements – secondary school, 18+, medical education, bachelor’s degree,
  - • Duration of training – 960 class lessons, 660 class lessons, 18 months, minimum 2 months (for technical medical rehab sales)
  - • Key theory – anatomy, physiology, work with disabled people, rehabilitation, human nutrition (dietician), technologies, equipment,
  - • Course completion - theory and practice
  - • Practical skills – half of the classes should be in practice, apprenticeship, good communication skills,
  - 
  - • Evaluation - exam
- All the answers of this question were pointed and discussed by the participants. A little less attention was drawn to “Evaluation”.
- 
- **6. What key /transversal competences should a prospective trainee for such a qualification bring with them?**



- 6.2 Employers:



- 
- Most common competences for question 6:
  - Customer orientation
  - Communication skills
  - Innovation
  - Ability to work in a team

- 
- **7. What kind of educational background the prospective trainee should possess in order to be able to complete successfully such course?**
- The participants in the focus group and in the interview presented two opinions on this question:
  - Secondary school
  - High school





## WP 2- Need and research analysis



- Bachelors degree
- Most of the answers were: **Secondary school.**
- 
- **8. What topic the curriculum of “Health care and Food Supplements salesperson” should cover?**
- Anatomy
- Physiology
- Health care
- Biology
- Nutrition
- Economics
- Technology
- Marketing
- Audience behavior, presenting
- Structure of healthcare
- 
- **9. How long should such an informal training last, in your opinion (duration, ECVET learning, outcomes, ECTS credits, etc..) ?**
- 18 months - **Food Supplements salesperson** (Third degree Vocational Training Qualification)
- 6 months - **Distribution of technical medical rehab and care products** (Second degree Vocational Training Qualification)
- 1 year - **Ddistribution of technical medical rehab and care products and nutritional supplements**
- 2/3 months- **distribution of technical medical rehab and care products**
- 960 class lessons (Third degree Vocational Training Qualification) - **Food Supplements salesperson**
- Most of the answers were: **Food Supplements salesperson** - Third degree Vocational Training Qualification; **Ddistribution of technical medical rehab and care products** – depends on the occupational profile
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Lifelong  
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## WP 2- Need and research analysis

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- 6. Need and research analysis – ROMANIA

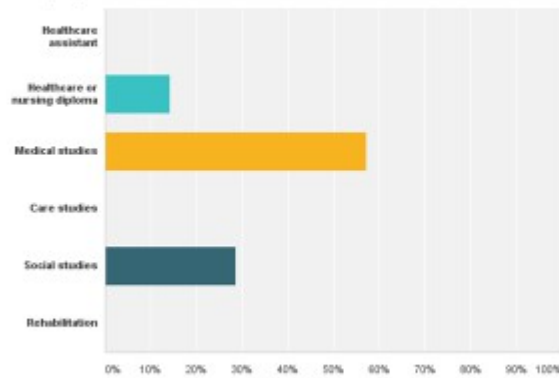
- The analysis in Romania were made between April and June 2014.

•	•
• Job seekers	• 50 Interviews
• Current employees	• 58 Interviews
• VET trainers, NGO's, ...	• 40 Interviews
• <b>TOTAL</b>	• <b>148 Interviews</b>

- 6.1 Job seekers

**Q1: What qualifications or training do you have in healthcare or social affairs?**

Beantwortet: 7 Übersprungen: 43



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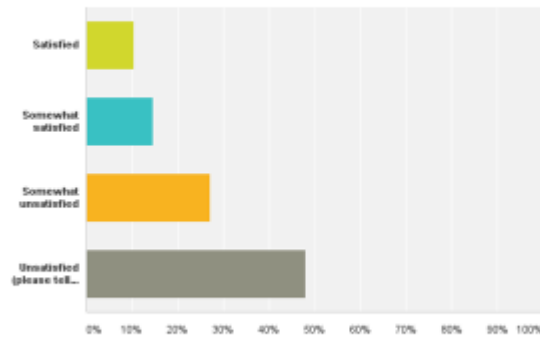
- The majority of respondents (83.72%) have qualifications in other fields. Only 9.3%, 4.65% and 2.32% have qualifications in medical, social studies and healthcare fields, respectively.



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**Q2: How satisfied are you with your qualifications in healthcare or social affairs?**

Beantwortet: 48 Übersprungen: 2



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- 47.9% of them are not satisfied with current level of their knowledge, skills and competencies.
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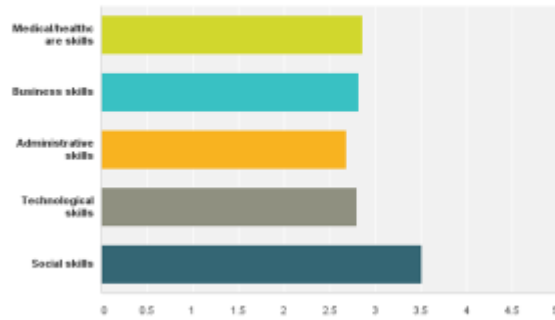
## WP 2- Need and research analysis



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### Q5: Which personal and professional competences are essential to such a role in your opinion?

Beantwortet: 50 Übersprungen: 0



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- Among essential skills important for such job profile they suggested: social skills, medical/healthcare skills and business skills.

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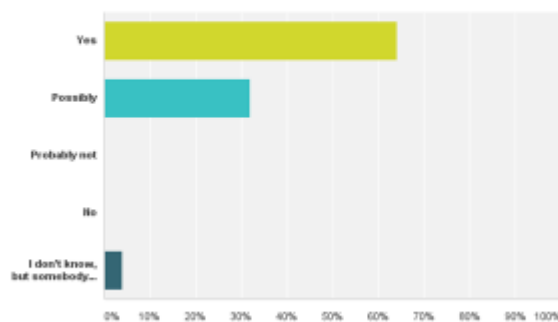
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### Q6: Imagine there is a job profile which specifically deals with advising on and marketing technical medical rehab and care products and food supplements. Can you imagine using your professional knowledge and skills as an adviser in this area?

Beantwortet: 50 Übersprungen: 0



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- Almost all respondents (83.7%) thought that they could transfer their skills to another healthcare area such as Sales of medical devices, food supplements and healthcare prevention.

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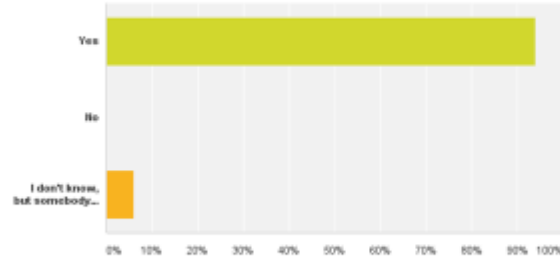


## WP 2- Need and research analysis



### Q7: Do you think that if you participate in such innovative training this would reinforce your career?

Beantwortet: 49 Übersprungen: 1



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- There is a clear desire (64.0% of the respondents) to participate in course such as the H-CARE one. Such course could reinforce their career development.
- 

### Q8: Which of the following aspects can influence your participation in such activities?

Beantwortet: 50 Übersprungen: 0

Antwortmöglichkeiten	Beantwortungen
Format	64,00% 7
Training content	76,00% 38
Flexibility of working methods	48,00% 24
Support during and after the activities	36,00% 18
Duration	42,00% 21
Availability of the materials	64,00% 32
Accessibility of the materials	48,00% 24
Attractiveness of the materials	48,00% 24
Interactivity of the materials	24,00% 12
Opportunity for communication and collaboration with peers	56,00% 28
<b>Befragte gesamt: 50</b>	

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- There is a clear tendency on the aspects which influence their participation in such training, such as: training content, availability of the materials and opportunity for communication and collaboration with peers.
-



## WP 2- Need and research analysis



### Q9: Please share with us the reasons of your unemployment status in your opinion.

Beantwortet: 50 Übersprungen: 0

Antwortmöglichkeiten	Beantwortungen
Lack of job vacancies relevant to my qualification and abilities	68,00% 34
Lack of work experience	78,00% 39
Lack of opportunities for prequalification	16,00% 8
Insufficient job seeking skills	4,00% 2
Other (please specify)	2,00% 1
<b>Befragte gesamt: 50</b>	

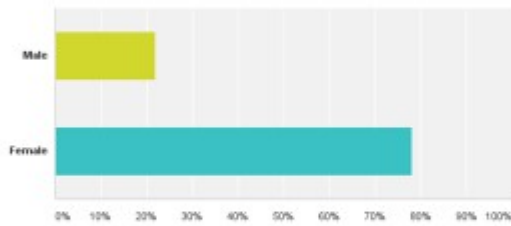
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### Q10: How old are you?

Beantwortet:

#### Q11: Gender

Beantwortet: 50 Übersprungen: 0

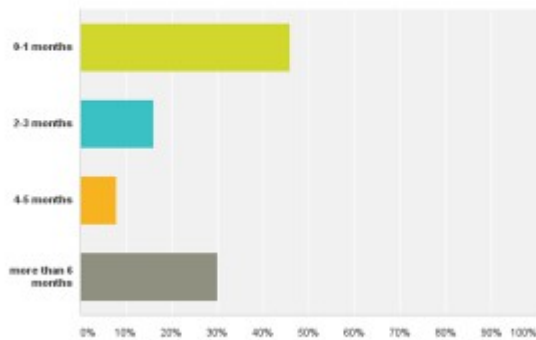


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### Q12: How Long have you been looking for a Job?

Beantwortet: 50 Übersprungen: 0



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## WP 2- Need and research analysis

- More than 1/3 of them are seeking for a job more than 6 months. A clear gap of job vacancies relevant to respondents' skills or lack of work experience has been identified.

### Q13: How Long have you been looking for a Job?

Beantwortet: 50 Übersprungen: 0

Antwortmöglichkeiten	Beantwortungen
0-1 months	46,00% 23
2-3 months	16,00% 8
4-5 months	8,00% 4
more than 6 months	30,00% 15
<b>Gesamt</b>	<b>50</b>

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### Q14: How many years of work experience do you have?

Beantwortet: 48 Übersprungen: 2

Antwortmöglichkeiten	Beantwortungen
0-3 years	100,00% 48
4-5 years	0,00% 0
6-10 years	0,00% 0
More than 10 years	0,00% 0
<b>Gesamt</b>	<b>48</b>

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- It is important to be mention that among respondents there are people who are not so far involved in the health care sector but would like to seek for career development in that area.
- - a) Majority of the respondents: no job
- - b) Some of the respondents have a job in the past:
  - - basic education: Salesperson, Driver, Car washer, Waiter, Technician masseur, Seasonal worker, Call center operator.
  - - higher education: Engineering, School teacher, Optometrist, Editor

## 6.2 Current employees

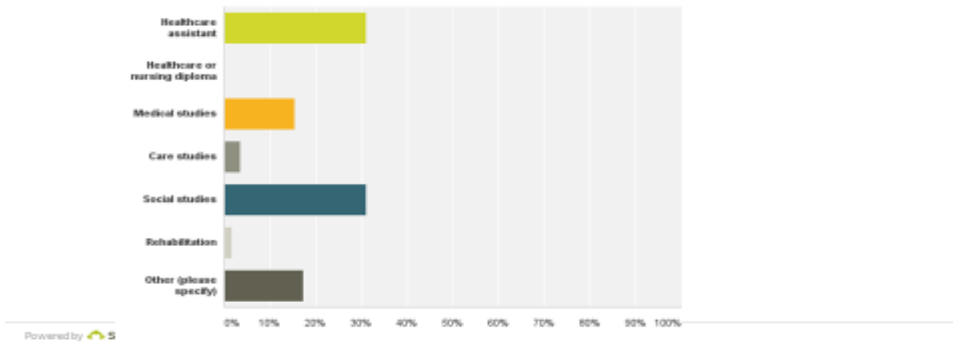


## WP 2- Need and research analysis



### Q1: What qualifications or training do you have in healthcare or social affairs?

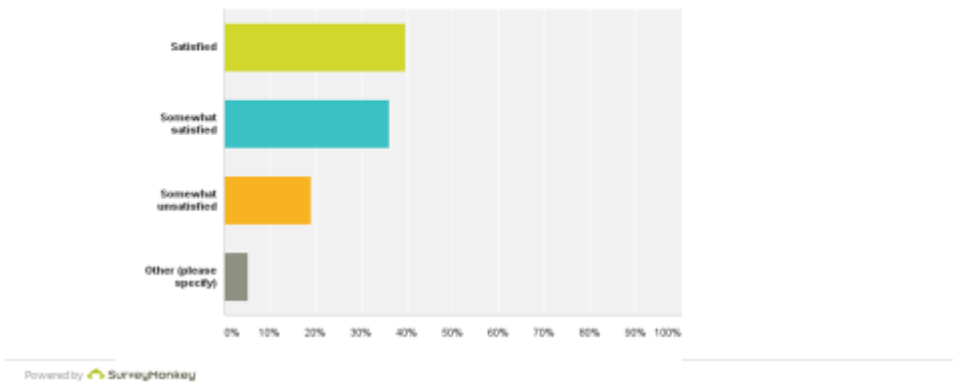
Beantwortet: 58 Übersprungen: 0



- The majority of respondents (77.5%) have qualifications in the healthcare (31.0%), social studies (31.0%) and medical (15.5%) fields. A relatively high proportion (17.2%) is represented by those of skill in the other areas.
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### Q2: How satisfied are you with your qualifications in healthcare or social affairs?

Beantwortet: 58 Übersprungen: 0



- 75.9% of respondents are satisfied (39.7%) and partially satisfied (36.2%) with their current level of qualification.
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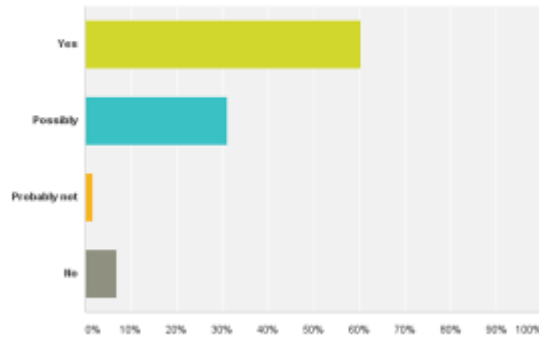


## WP 2- Need and research analysis



### Q3: Can you imagine utilising your professional skills in different areas as well?

Beantwortet: 58 Übersprungen: 0

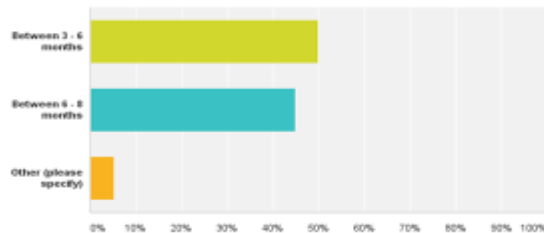


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- 60.3% of the respondents thought that they could utilize their professional skills in health care.

### Q4: How long should such an informal training last, in your opinion?

Beantwortet: 58 Übersprungen: 0



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- The half (50.0%) of the respondents imagine such course to be organized between 3-6 months.



## WP 2- Need and research analysis



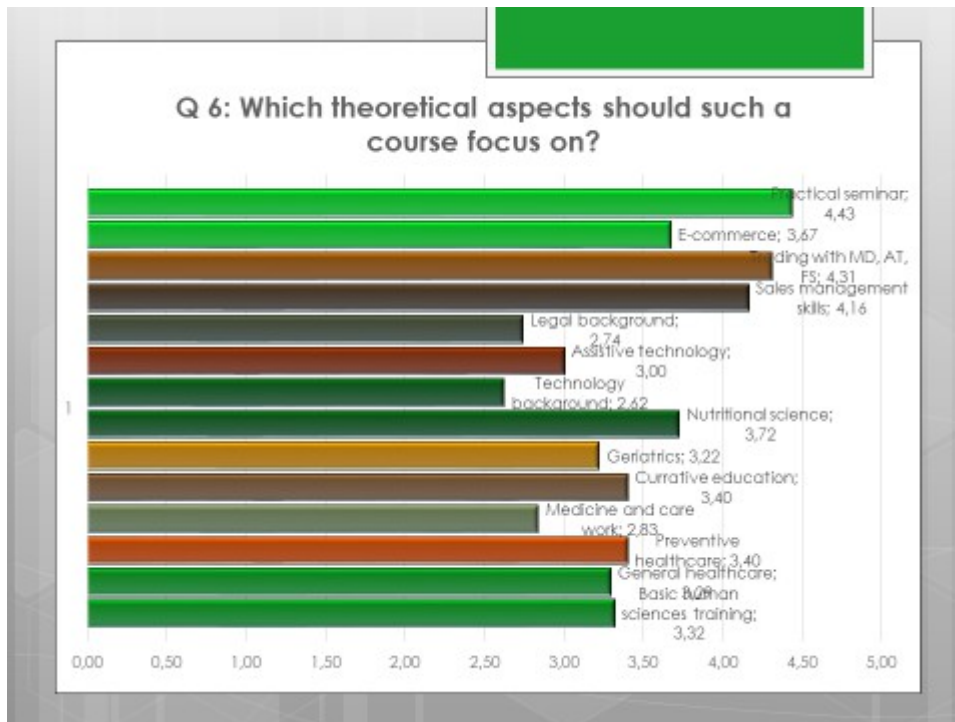
### Q5: In your opinion, what should the entrance requirements for such a course be?

Beantwortet: 58 Übersprungen: 0

Antwortmöglichkeiten	Beantwortungen	Anzahl
Successfully completed mandatory schooling	41,38%	24
Minimum age 18	37,89%	22
Minimum 1 year healthcare studies	1,72%	1
Minimum 2 years healthcare studies	8,62%	5
University entrance qualifications	8,62%	5
No entrance requirements	1,72%	1
<b>Gesamt</b>		<b>58</b>

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- Among important entrance requirements for such job profile they suggested successfully completed mandatory schooling (41.4%) and minimum age 18 (37.9%).



- As top 5 of theoretical and personal aspects which such course should include are: practical seminars, trading with medical and rehab devices and food supplements, sales management skills, e-commerce and nutritional science.



## WP 2- Need and research analysis



Q7: Imagine there is a job profile which specifically deals with advising on and marketing technical medical rehab and care products and food supplements. Can you imagine using your professional knowledge and skills as an adviser in this area?

Beantwortet: 58 Übersprungen: 0

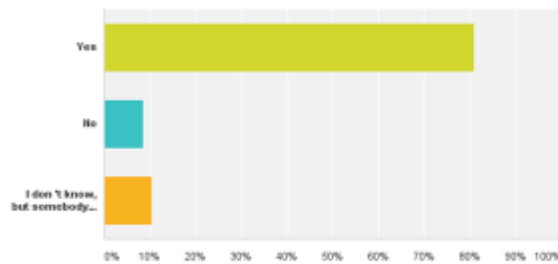
Antwortmöglichkeiten	Beantwortungen
Yes	53,45% 31
Possibly	36,21% 21
Probably not	5,17% 3
No	3,45% 2
I don't know, but somebody could convince me	1,72% 1
<b>Gesamt</b>	<b>58</b>

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- 53.4% of the respondents thought after H-CARE course, they may use their professional knowledge and skills as an adviser in this area.
- It is important to be mention that among respondents there are people who are not so far involved in the health care sector but would like to seek for career development in that area:
- 
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Q8: Do you think that if you participate in such innovative training this would reinforce your career?

Beantwortet: 58 Übersprungen: 0



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- There is a clear desire (more than 81.0% of the respondents) to participate in course such as the H-CARE one. Such course could reinforce their career development.
-



## WP 2- Need and research analysis



### Q9: Which of the following aspects can influence your participation in such activities?

Beantwortet: 58 Übersprungen: 0

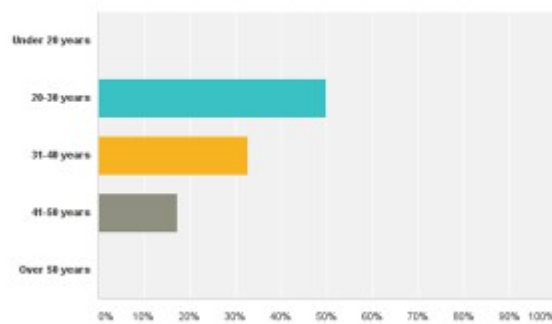
Antwortmöglichkeiten	Beantwortungen
Format	32,78% 19
Training content	72,41% 42
Flexibility of working methods	31,03% 18
Support during and after the activities	29,83% 17
Duration	39,66% 23
Availability of the materials	37,93% 22
Accessibility of the materials	39,66% 23
Attractiveness of the materials	25,86% 15
Interactivity of the materials	48,28% 28
Opportunity for communication and collaboration with peers	22,41% 13
<b>Befragte gesamt: 58</b>	

Powered by SurveyMonkey

- There is a strong tendency on the aspects which influence their participation in such training, such as: training content, interactivity of the materials, duration, and accessibility of the materials.

### Q10: How old are you?

Beantwortet: 58 Übersprungen: 0

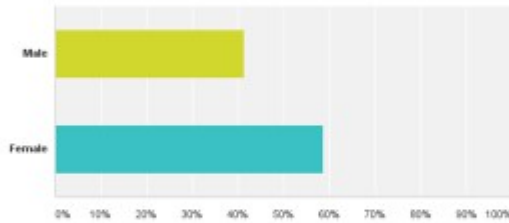


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### Q11: Gender

Beantwortet: 58 Übersprungen: 0



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- 
- **Q 12: What is your current role in work?**
- 
- Some respondents have a job (basic education): Salesperson (majority), Medical assistant, Health care assistant, Assistant manager of sales, Food supplement promoter, Administrator, Laboratory assistant, Herbal store handler, Waiter, Seasonal worker, Self-employed, etc.
- Some respondents have a job (higher education): Engineering, Teacher, Researcher, Pharmacist, Psychological counselor, etc.
- 

### Q13: How many years of work experience do you have?

Beantwortet: 58 Übersprungen: 0

Antwortmöglichkeiten	Beantwortungen	Anzahl
0-3 years	41,5%	25
4-5 years	8,42%	5
6-10 years	18,97%	11
More than 10 years	29,31%	17
<b>Gesamt</b>		<b>58</b>

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- 
- **6.3 VET trainers, policy makers**
- 
- The focus groups such as VET trainers; VET training centers, employers, NGOs, SMEs, policy makers, were interviewed directly, face to face or by e-mail.
- TUIasi team from the project made personal interviews and discussions with employers in the sector, VET training centers and policy makers. TUIasi team made presentation of the project and H-CARE web site. The participants were acquainted with the partners taking place in the project, the need for implementing it, the target groups, expected results, possible mile stones, curriculum modules and all the details about the project.
- 
- **Q 1: What healthcare courses are currently being offered?**
- 
- The participants in the focus group and in the interview presented several opinions on this question:
  - - I do not know of such courses.
  - - I do not know exactly. I know that there are such courses to students at the faculties on this profile.
  - - I know there are courses of palliative care.
  - - Nursing course, elderly care at home course
- 
- Most of the answers: I do not know exactly.
- 
- 
- **Q 2: Have you noticed changes in healthcare, and how you can describe them?**
- 
- The participants in the focus group and in the interview presented several opinions on this question:
  - - The changes are less visible
  - - Modest ones
  - - Yes, if we refer to the private system services are considered best
  - - Is observed some changes but they are quite shy.
- 
- Most common answer: Is observed some changes but they are quite shy. Necessity for upgrading and modernization of the system.
-





Lifelong  
Learning  
Programme

## WP 2- Need and research analysis

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## WP 2- Need and research analysis



• **Q 3: How are you, as a trainer/center/organization/authority reacting to these challenges?**

- 
- The participants in the focus group and in the interview presented several opinions on this question:
  - - Positively
  - - I want to improve myself constantly and can thus respond to new challenges.
  - - Challenges mean progress, so I will react positively.
  - - By providing my experience in the field
- 
- Most common answer: Positively
- 

Q4: Is there an occupational profile that specifically relates to the advising on and distribution of technical medical rehab and care products and nutritional supplements, or similar? If yes, what do these comprise?

Bearwortet: 23 Übersprungen: 17

Antwortmöglichkeiten	Beantwortungen	
yes	56,52%	13
no	43,48%	10
<b>Gesamt</b>		<b>23</b>

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- 
- Most common answer: Only Salesmen - in general terms (56.5%)
- 
-



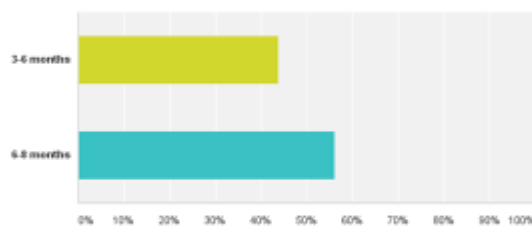
## WP 2- Need and research analysis



- 
- 87.5% of the respondents thought that “Practical skills” is very important; 85.0% of the respondents thought that “Key theory” is important. Also, “Duration of training” is important for 67.5% of the respondents.
- 

**Q6: How long should such an informal training last, in your opinion (duration, ECVET learning, outcomes, ECTS credits, etc..) ?**

Beantwortet: 32 Übersprungen: 8



- Powered by SurveyMonkey
- Most respondents (56.3%) answered that is sufficient period of 6-8 months.
- 
-



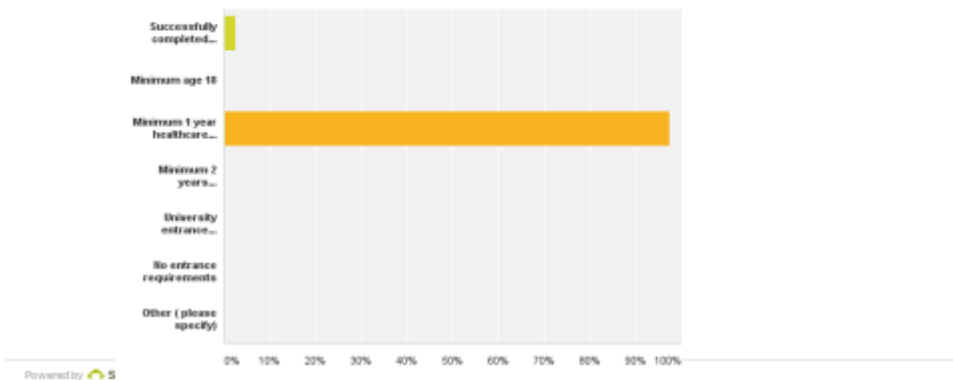
## WP 2- Need and research analysis



- 
- For the majority of the respondents are important: communications skills (95%) and costumer orientation (90%).
- 
- 

### Q8: What kind of educational background the prospective trainee should posses in order to be able to complete successfully such course?

Beantwortet: 40 Übersprungen: 0



- 
- For the majority of the respondents (97.5%) is important a Minimum 1 year healthcare studies.
- 
-





- 
- 7. Need and research analysis – TURKEY

- 
- The Turkish partner made 127 interviews between april and june 2014.

- 
- 7.1 Job seekers

Answer Options	Response Percent	Response Count
Healthcare assistant	1,2%	1
Healthcare or nursing diploma	65,9%	54
Medical studies	31,7%	26
Care studies	1,2%	1
Social studies	0,0%	0
Rehabilitation	0,0%	0
Other		8
answered question		82
skipped question		7

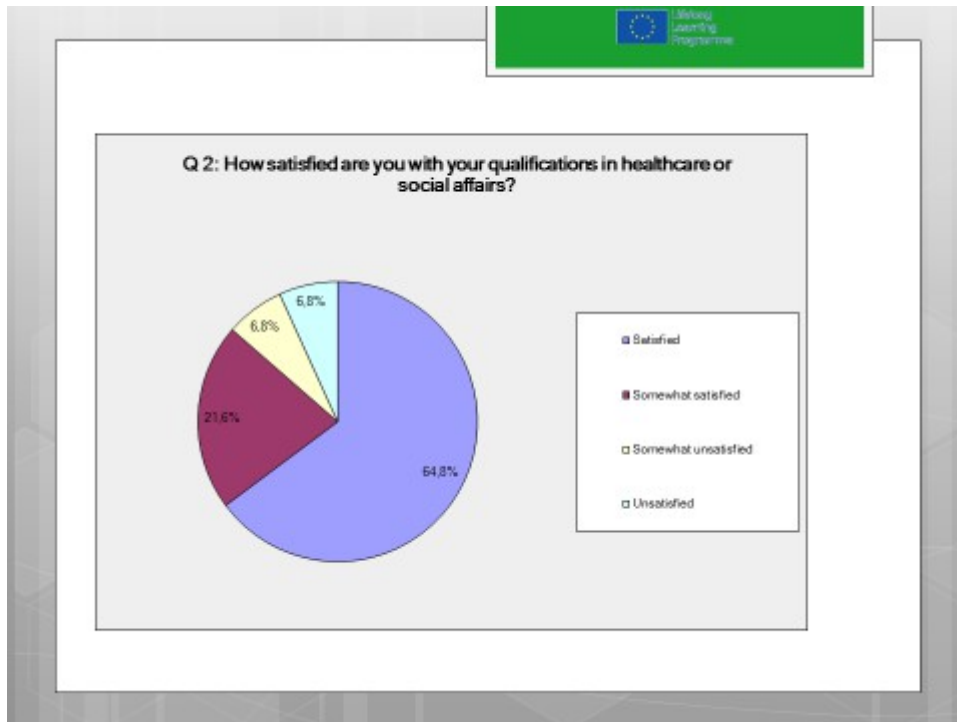
- 
- Most of the participants (65,9%) had Healthcare or nursing diploma .



## WP 2- Need and research analysis



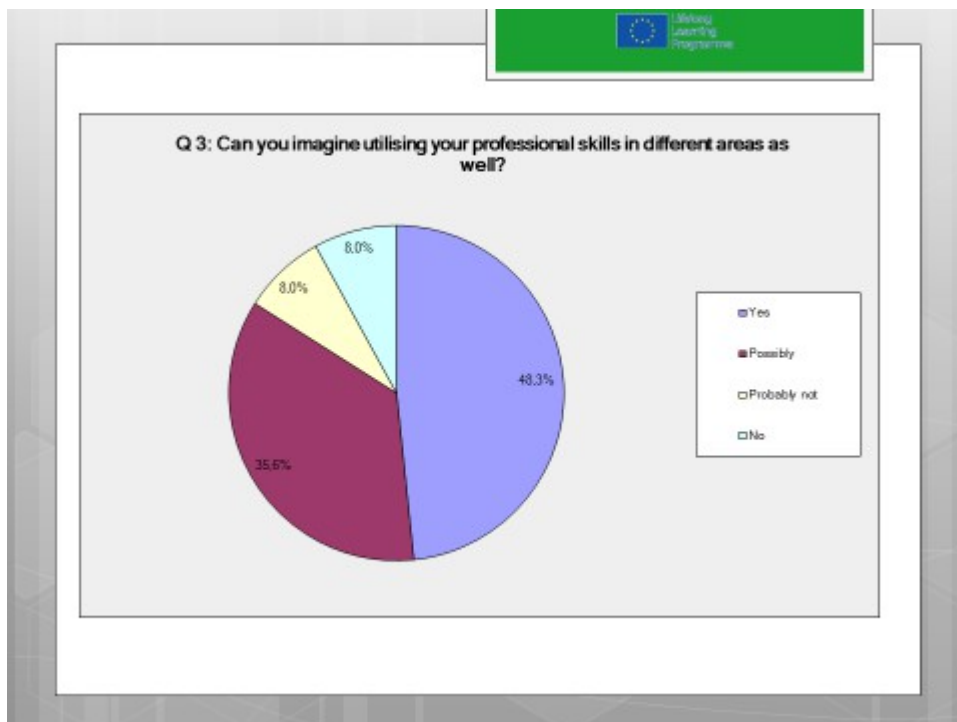
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- Most of the participants (64,8%) satisfied qualifications in healthcare or social affairs

•

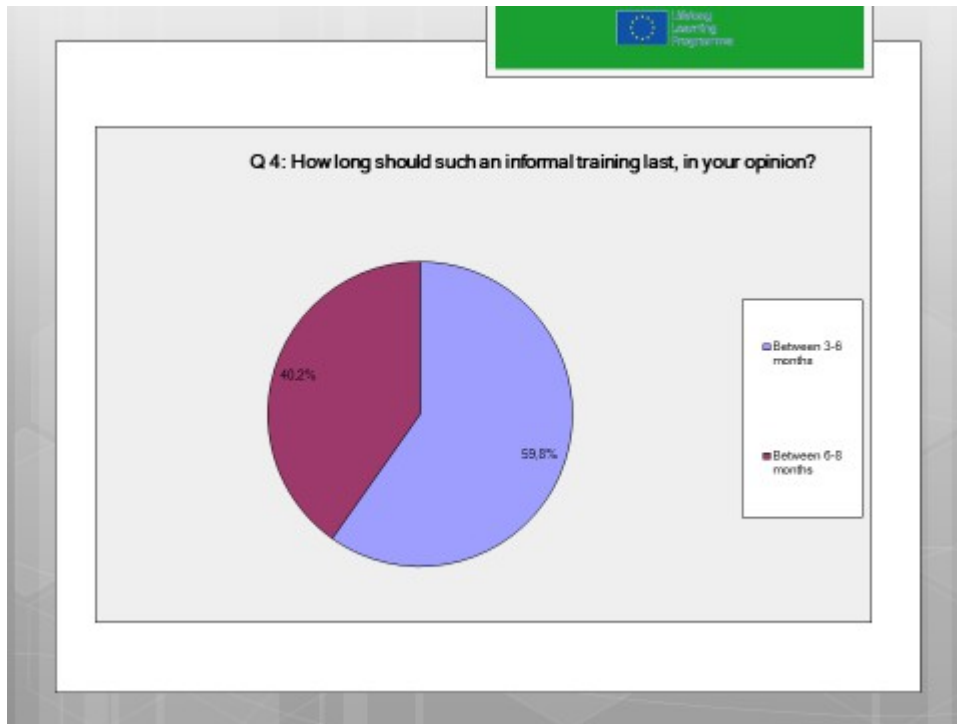


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## WP 2- Need and research analysis

- Most of the participants (48,3%) imagining to utilise their professional skills in different areas as well but the percentage is not high.

- 
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- 
- Most of the participants (59,8%) informal training should last 3-6 months.

-





## WP 2- Need and research analysis



Q 5 : Which personal and professional competences are essential to such a role in your opinion?

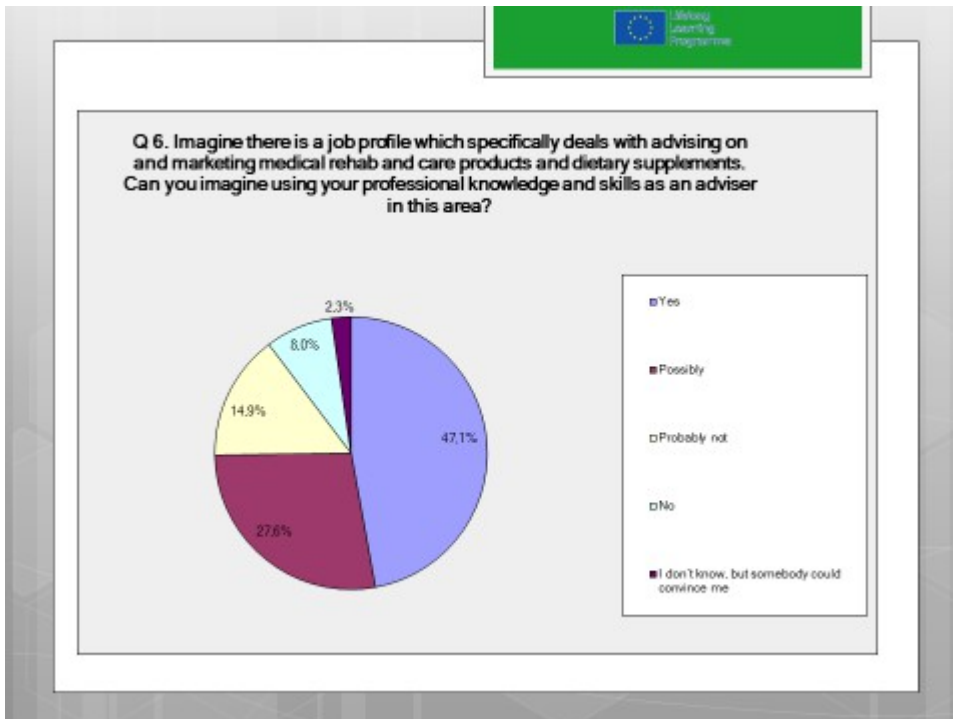
Answer-Options	not at all important	slightly important	somewhat important	extremely important	Response Count
Medical /healthcare skills	14	12	21	41	88
Business skills	16	6	27	39	88
Administrative skills	14	14	32	28	88
Technological skills	15	29	25	18	88
Social skills	16	18	28	26	88
Other (please specify)					0
				answered/question	88
				skipped/question	1

•

- Most of the participants believe that business and social skills are personal and professional competences.

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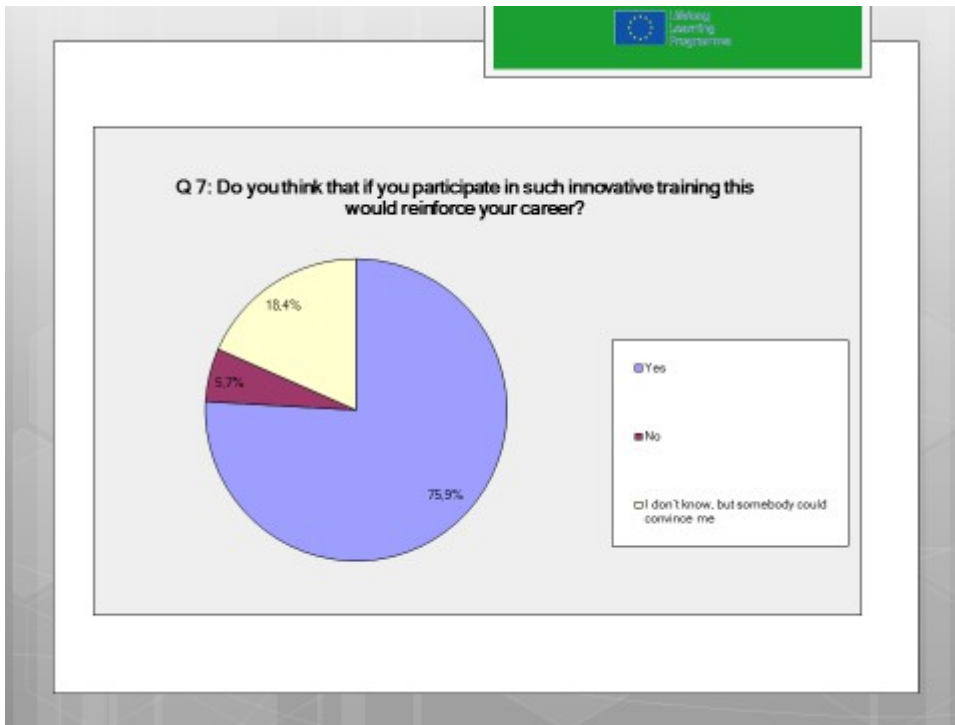


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## WP 2- Need and research analysis

- Most of the participants (47,1%) imagine to use their professional knowledge and skills as an adviser in the area.



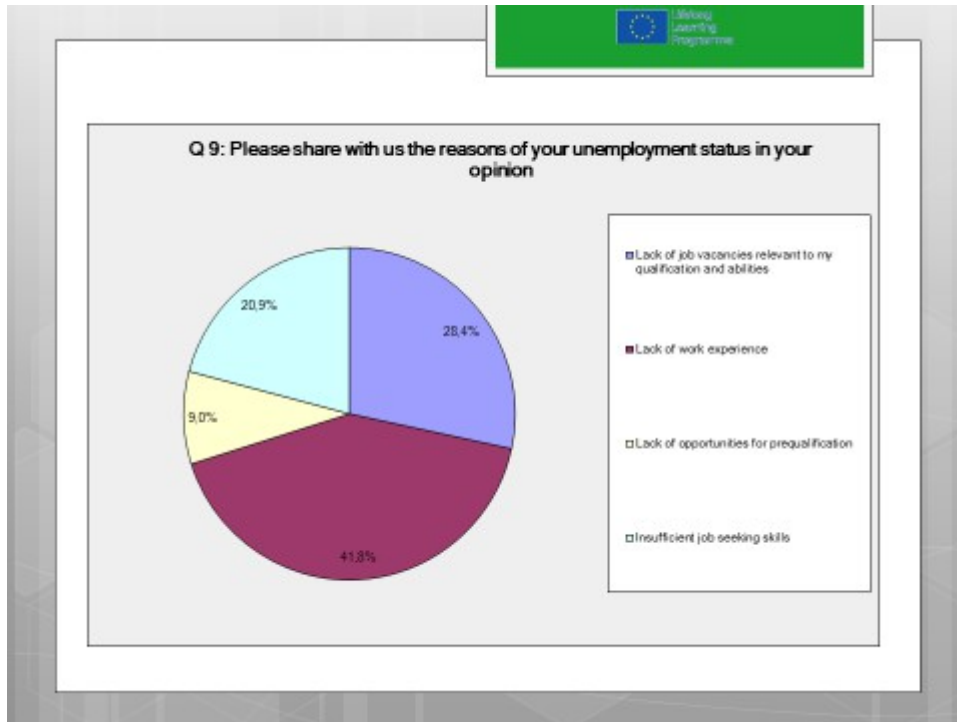
- 
- Most of the participants (75,9%) believe that such innovative training would reinforce their career.
- 

Q 8: Which of the following aspects can influence your participation in such activities?

Answer Options	Response Percent	Response Count
Format	26,4%	23
Training content	34,6%	30
Flexibility of working methods	1,1%	1
Support during and after the activities	16,1%	14
Duration	1,1%	1
Availability of the materials	3,4%	3
Accessibility of the materials	0,0%	0
Attractiveness of the materials	1,1%	1
Materyallerin interaktifligi	2,3%	2
Opportunity for communication and collaboration with peers	13,8%	12
	<i>answered question</i>	87
	<i>skipped question</i>	2

## WP 2- Need and research analysis

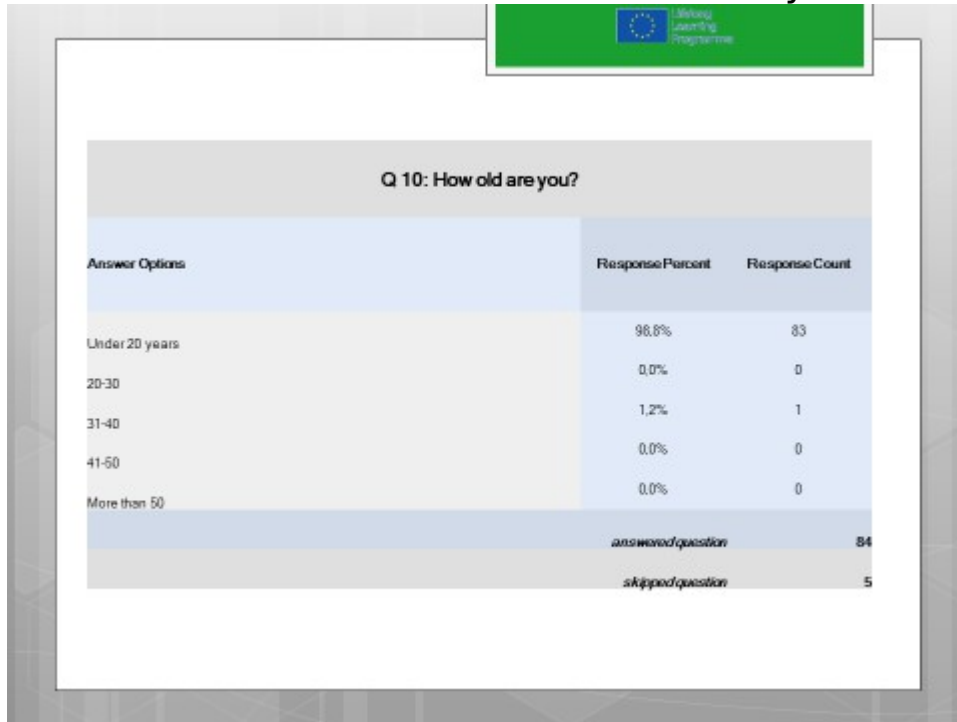
- Most of the participants believe that format, training content and Support during and after the activities influence their participation.



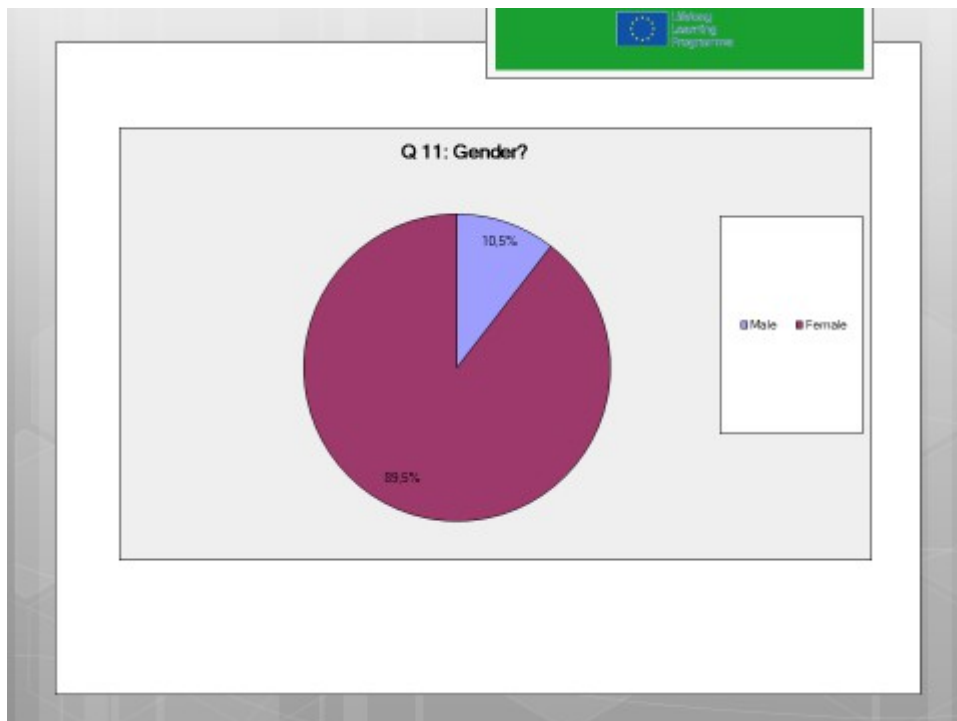
- 
- Most of the participants believe that Lack of work experience (41,8%) and Lack of job vacancies relevant to my qualification and abilities (28.4%) are the reasons of unemployment.
-



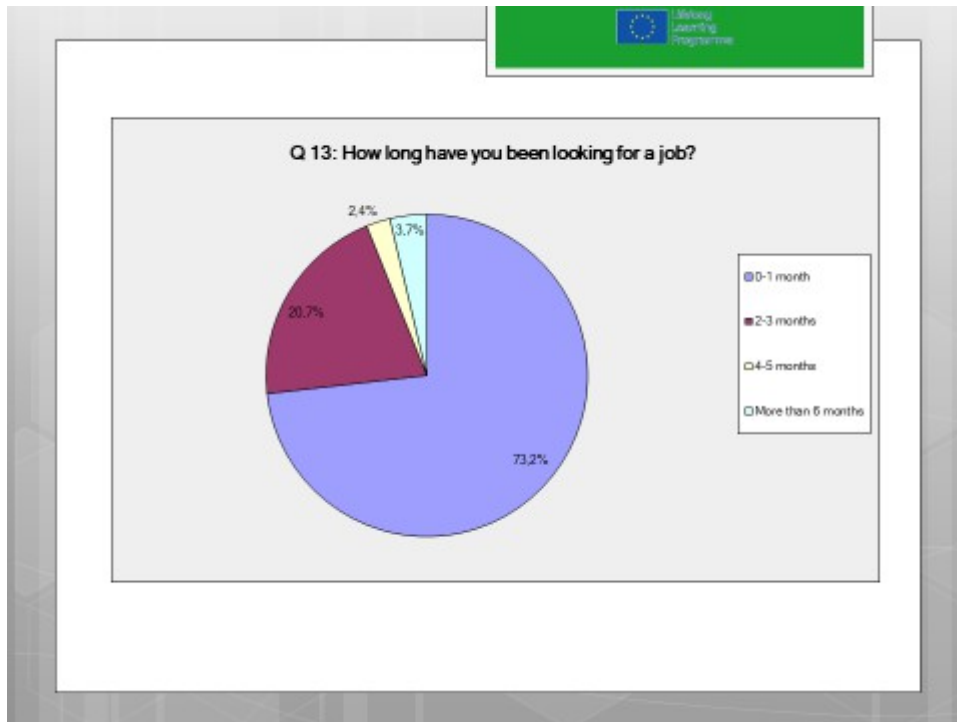
## WP 2- Need and research analysis



- 
- Most of the participants (98,8%) are under 20 years old.
- 



- 
- Most of the participants (89,5%) are female.
-



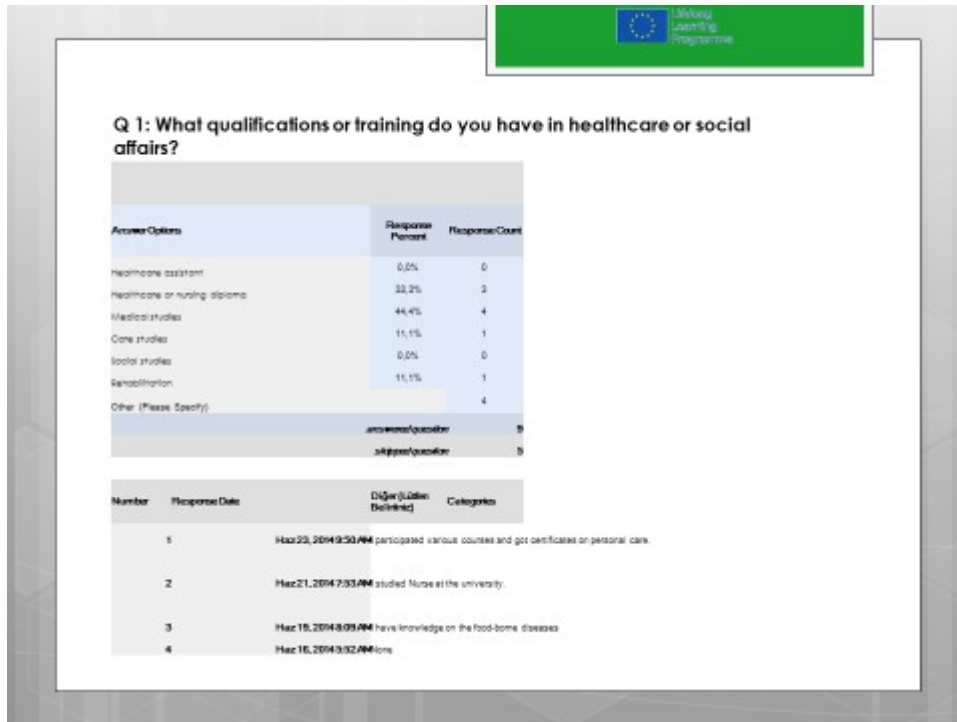
- 
- Most of the participants have been looking for a job for a months.
-



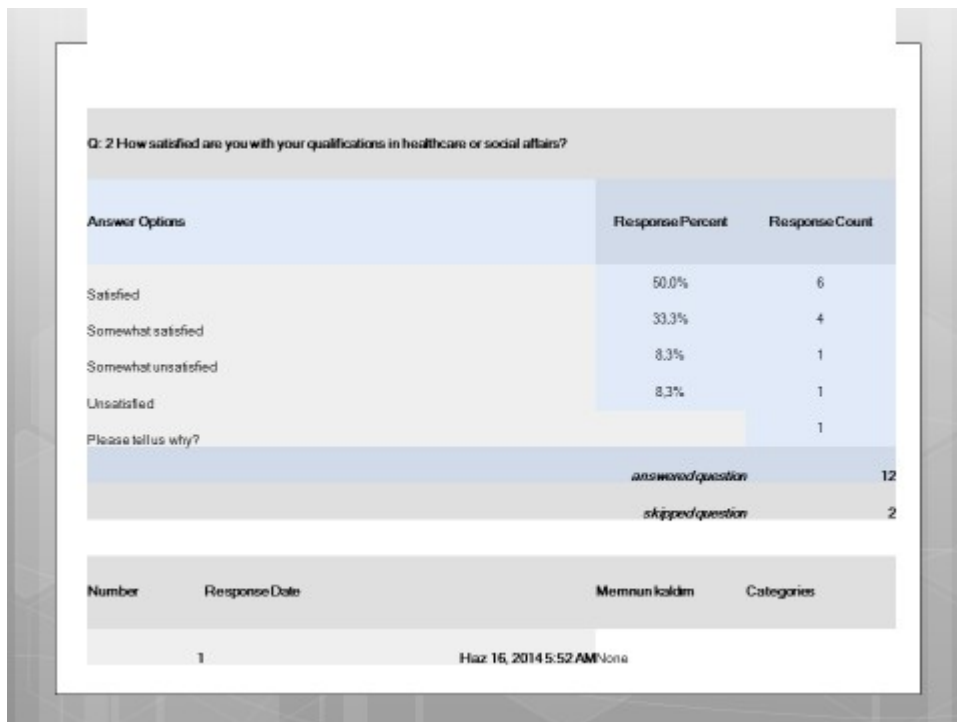
## WP 2- Need and research analysis



- 7.2 Current employees
- 



- Most of the participants studied on Health Care
- 





## WP 2- Need and research analysis

- Most of the participants are satisfied from the study of Health Care (%92).

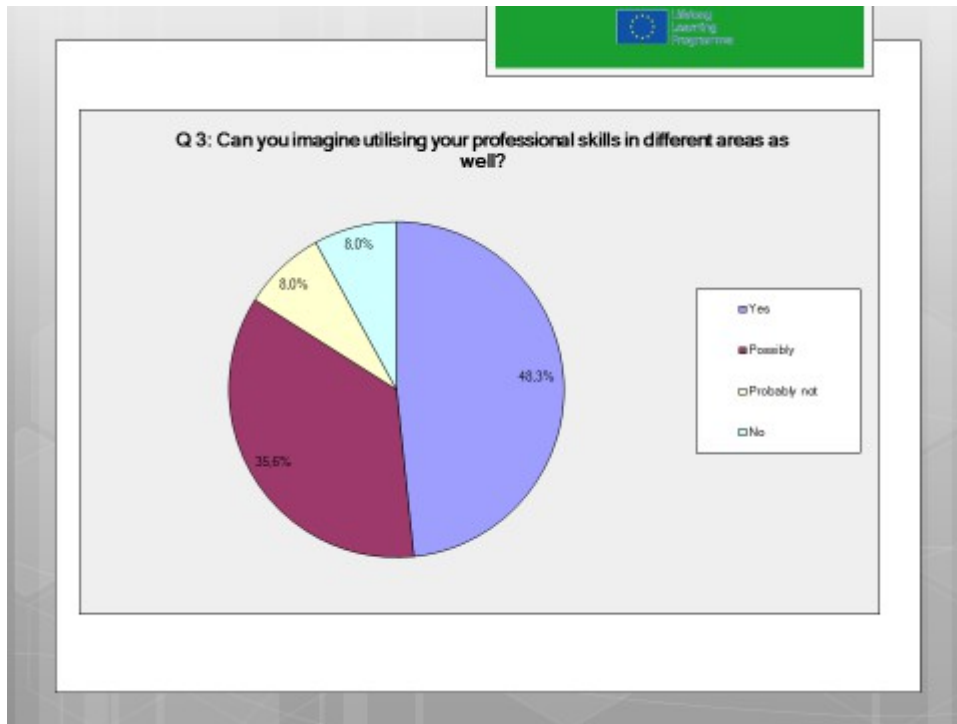




## WP 2- Need and research analysis



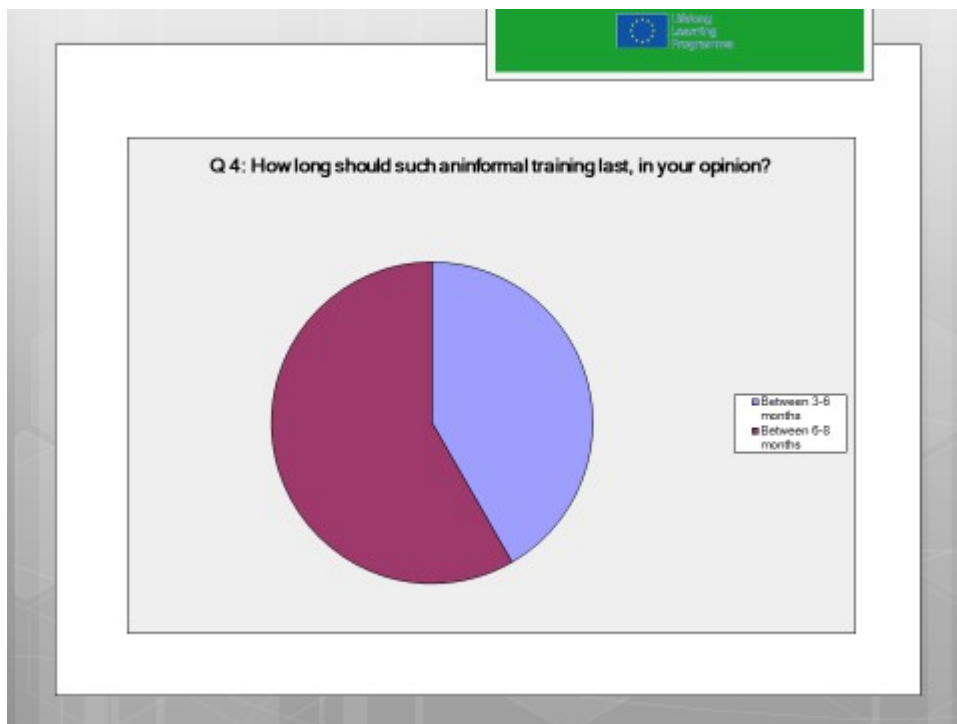
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- 

- Half of the participants would like to use the information in different areas.

- 

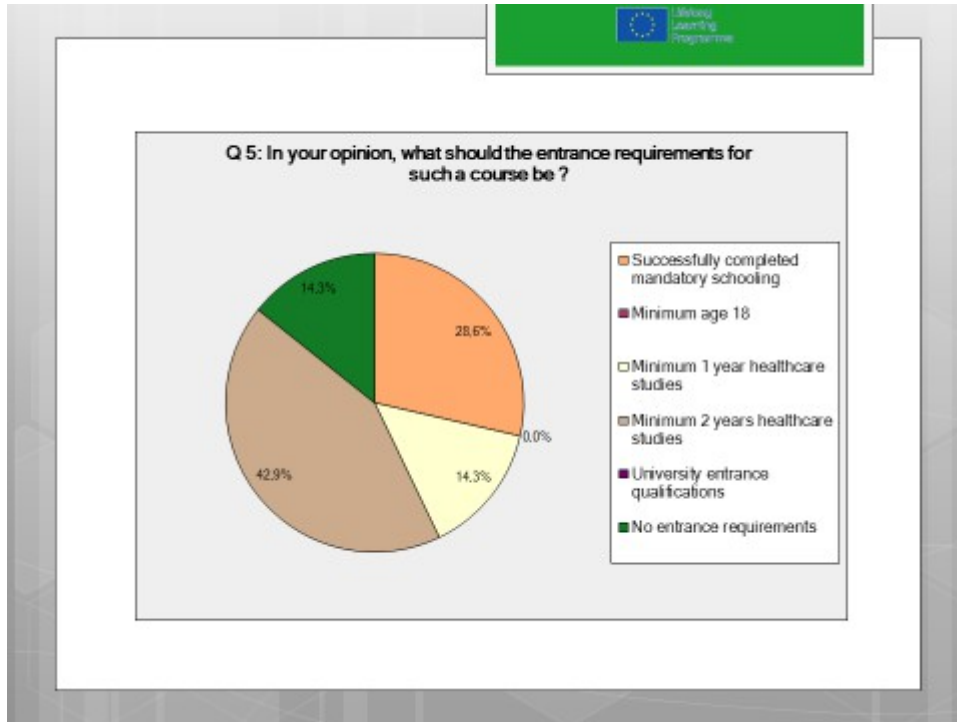


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## WP 2- Need and research analysis

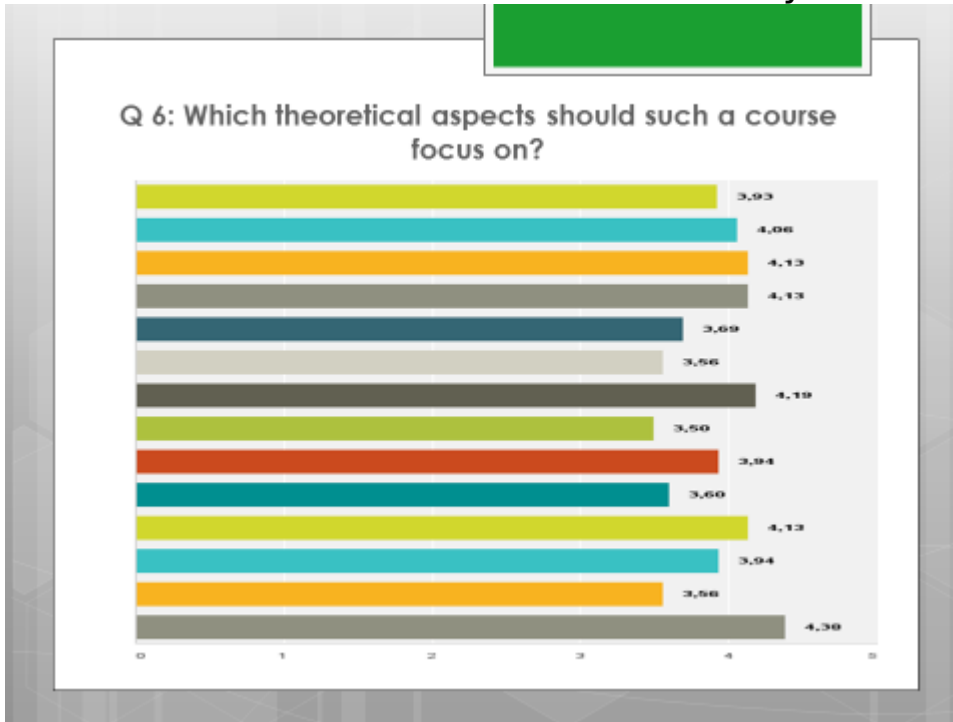
- Most of the participants think that an education on health care and food supplement salesperson should take more 6-8 months.



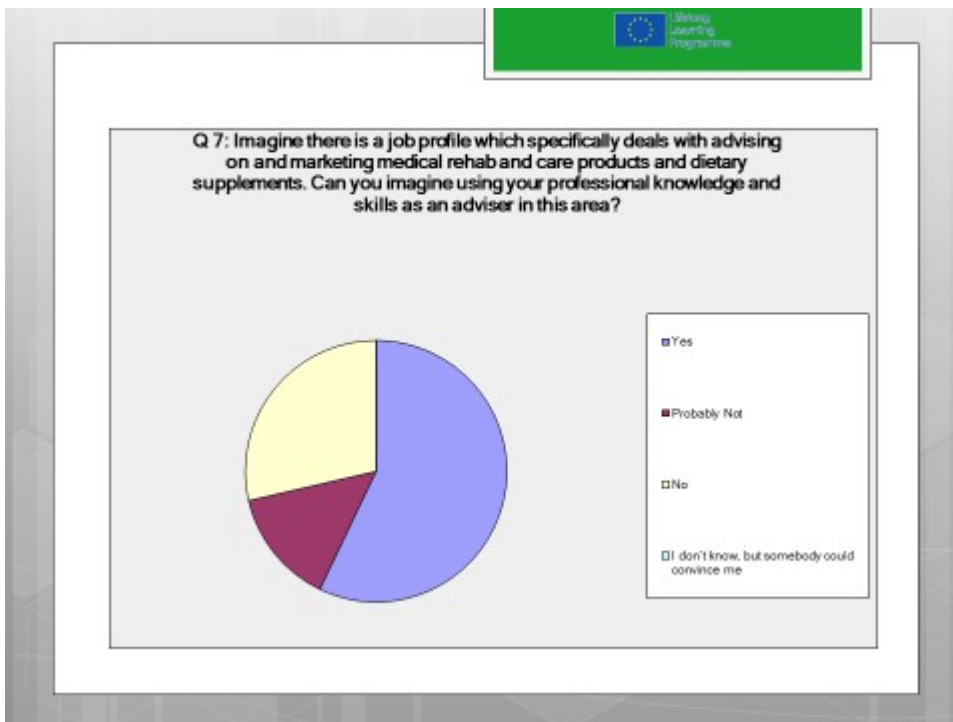
- Most of the participants think that entrance requirement should be at least 2 year education.



## WP 2- Need and research analysis

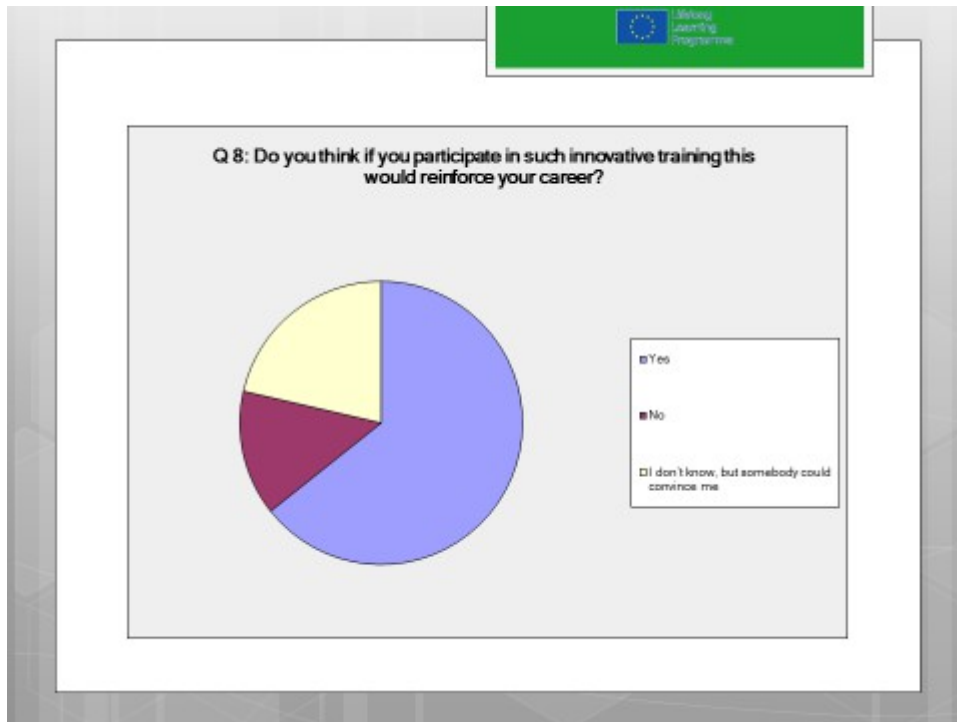


- Participants think that education should include **Human sciences education, general health education, medicine and care, Supporter technology.**



- Most of the participants think that they do not have Professional knowledge and skill for recommendation.

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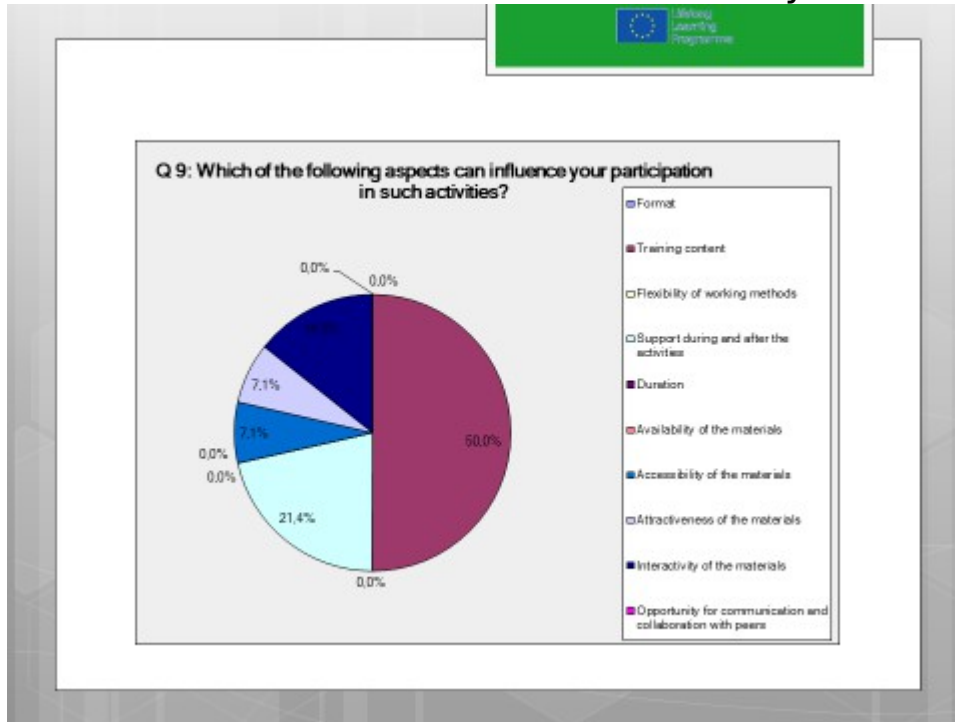
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• Most of the participants think that an education like that will support their carrier.

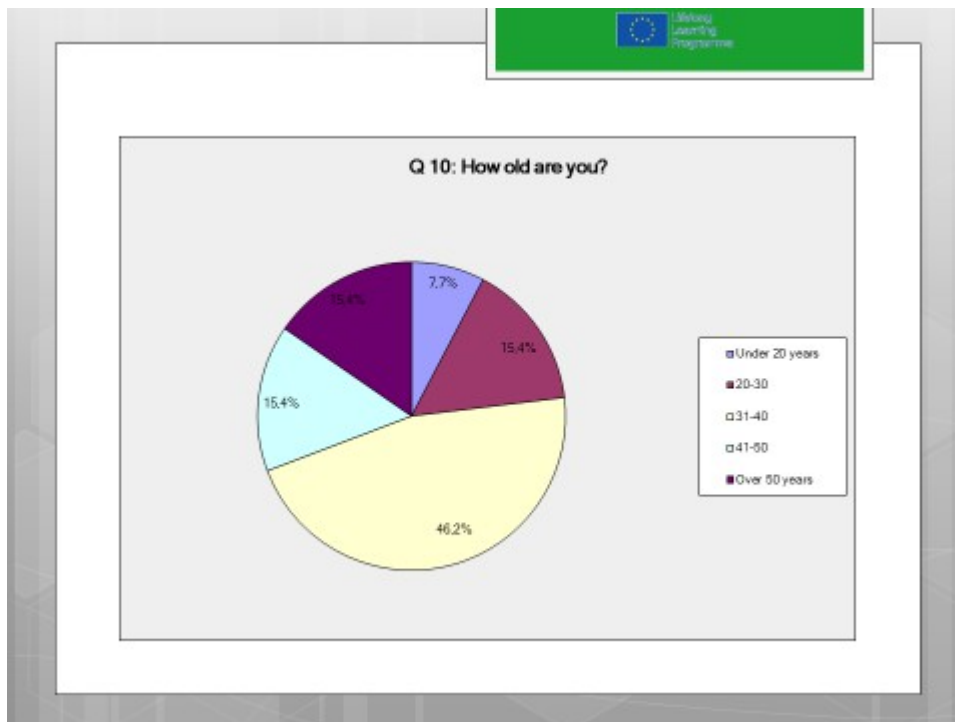
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## WP 2- Need and research analysis

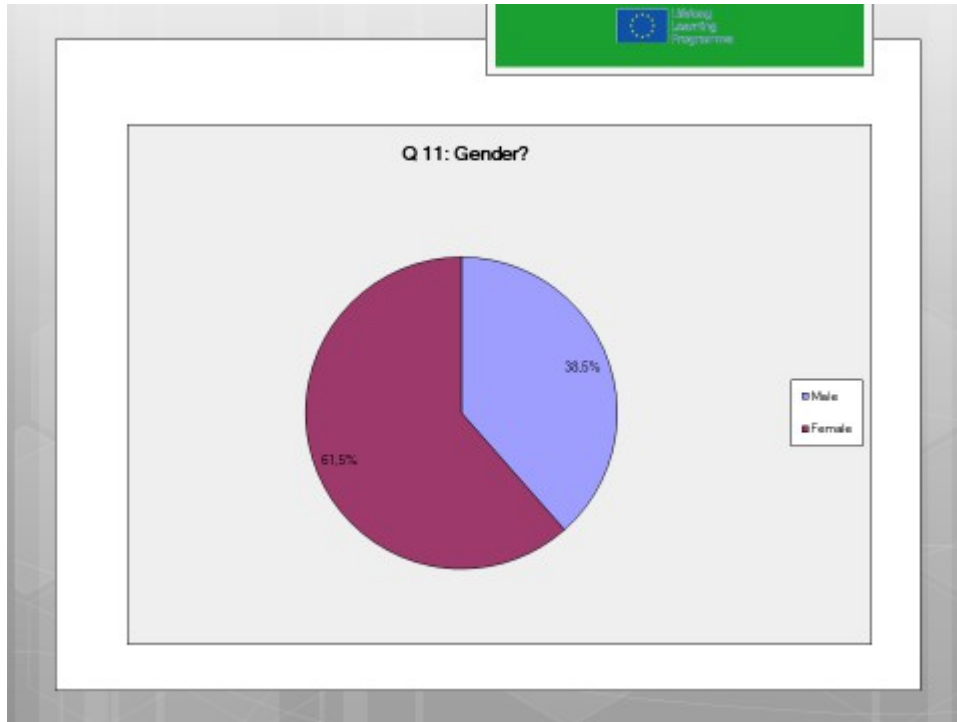


- 
- Most of the participants think that educational content and support after and before the education.
- 

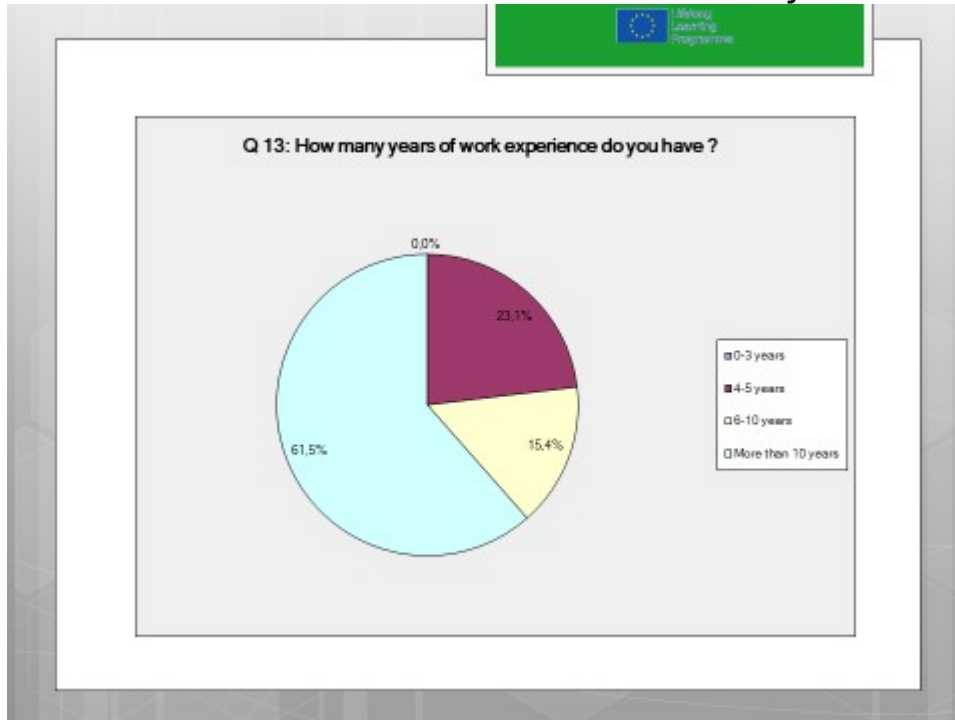


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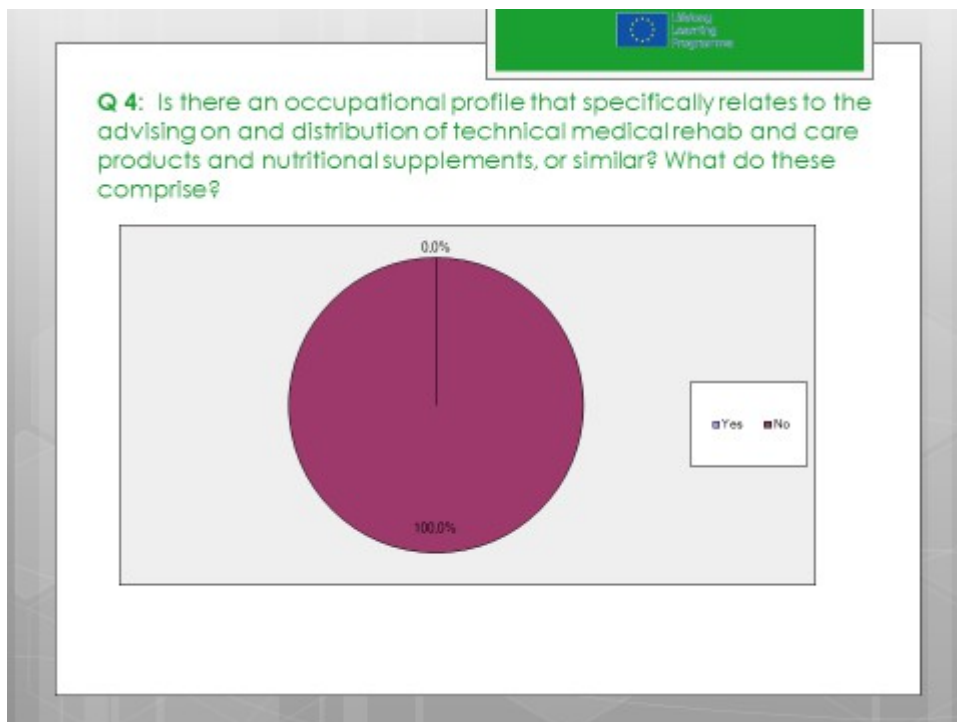
- 
- Most of the participants are older than 31 and female.
- 
- **Q 12: What is your current role at work?**
  - Teacher
  - research assistant
  - Manager
  - assistant professor



- 
- 
- Most of the participants have experience more than years.
- 
- 7.3 VET trainers, policy makers
- 
- **Q 1: What healthcare courses are currently being offered?**
- 
- Most of the participants explained that there were public health and personal care courses that are currently being offeren. In addition to that, there are hygene and personal care courses which are being offered.
- Public health
- 
- Hygene
- First aid
- Personal care
- 
- **Q 2: Have you noticed changes in healthcare sector, and how do you describe this changes?**

## WP 2- Need and research analysis

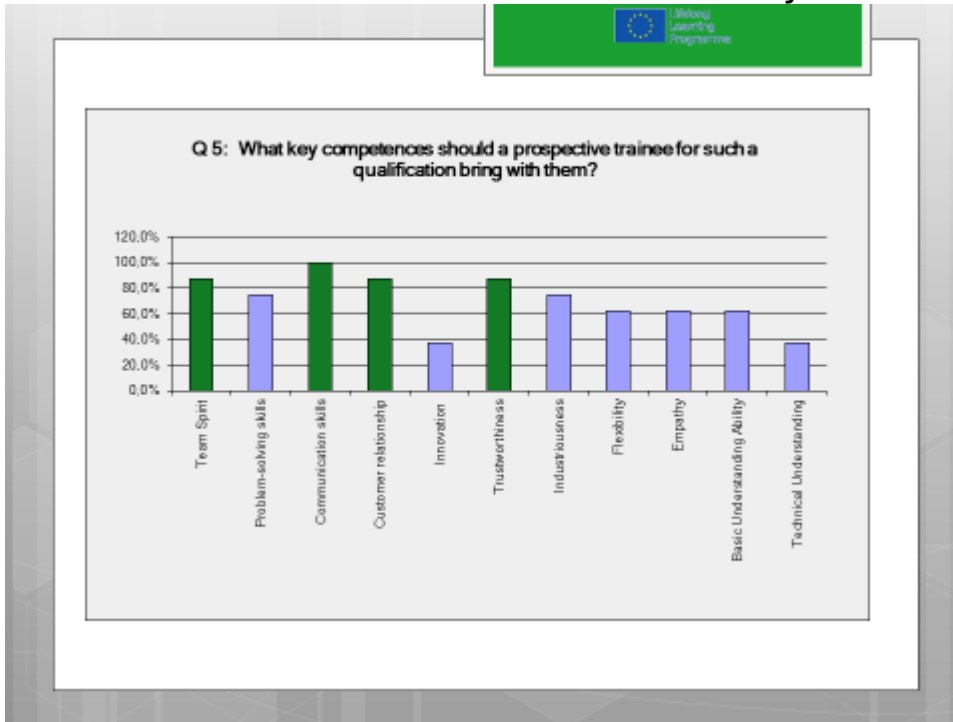
- Most of the participants (7 of 10) explained that they were not aware of the changes in health care sector and to be aware of the changes on the subject sector, first of all educator should be educated, participants recommend.
- 
- **Q 3: How are you, as a trainer/center/organisation/authority reacting to these challenges?**
- The common answer was : Educators should be educated.
- Most of the participants replied that question (%73) and participants explained that to be informed on the changes training should be organized. In addition to that, for the schools, teachers should be educated first. Finally, people should be willing and follow the events personally.
- 



- All most of all the participants replied that question and when the answers evaluated totally, it can be said that there is no occupational profile
- 
-



## WP 2- Need and research analysis



- Team spirit, Communication skills, Customer relationship are the key competences that a prospective trainee should have.

**Q 6: How should the access conditions for such training look like?**

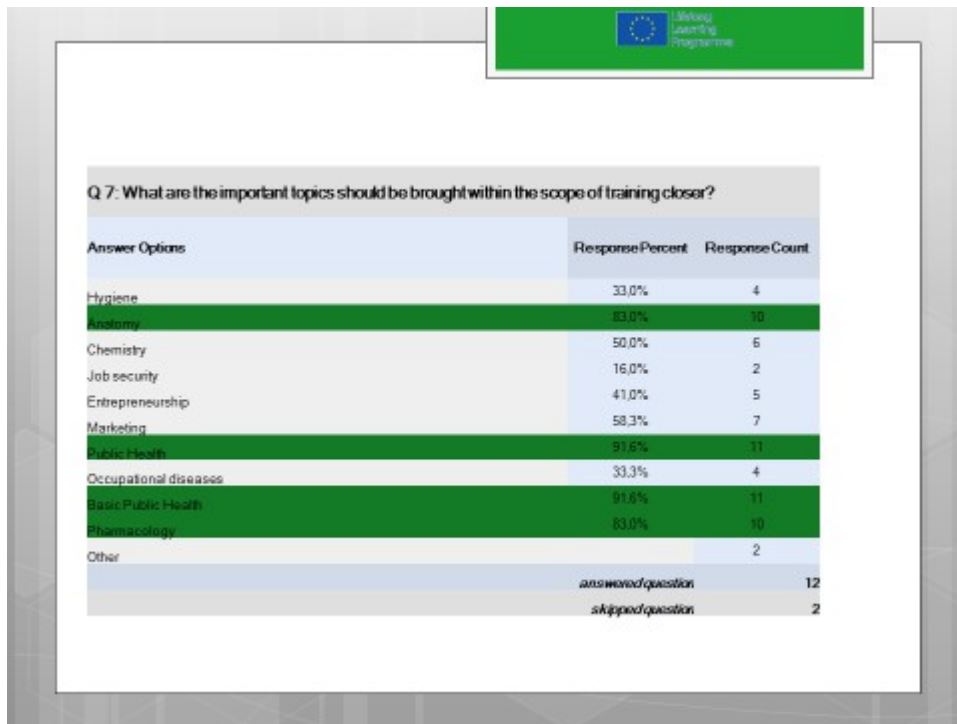
Answer Options	Response Percent	Response Count
Primary Education	0.0%	0
Minimum 18 years	0.0%	0
Care studies	50.0%	3
Diploma in Health and Nursing	37.5%	7
Medicine Study	0.0%	0
Nursing Study	0.0%	0
Social Sciences Study	0.0%	0
Education / Studies rehabilitation	12.5%	0
No entry requirements	0.0%	0
Other		3
answered question		10
skipped question		0

- Care studies, Diploma in health and nursing, Education / Studies rehabilitation should be Access conditions for such a training. In addition to that, a person for such a position should be a graduate of vocational

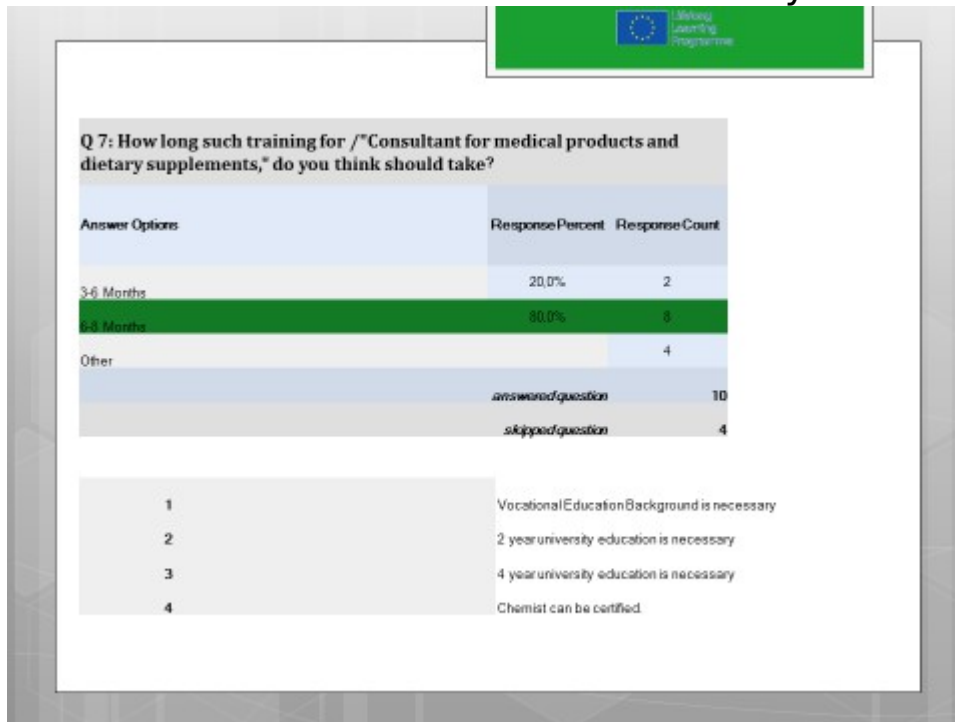


## WP 2- Need and research analysis

school on health, minimum 2 years university study is obligatory and Chemical engineers can be certified.



- 
- Following are the important topics should be brought within the scope of training: Anatomy (%83), Public Health (%91.6), Basic Public Health (%91,6), Pharmacology (%83.0)
-



- 
- Most of the participants (%80) explained that training for "Consultant for medical products and dietary supplements should take 6-8 months. In addition to that, some of them told that vocational education was necessary, 2 year university education is necessary, 4 year university education is necessary and chemist can be certified on that.

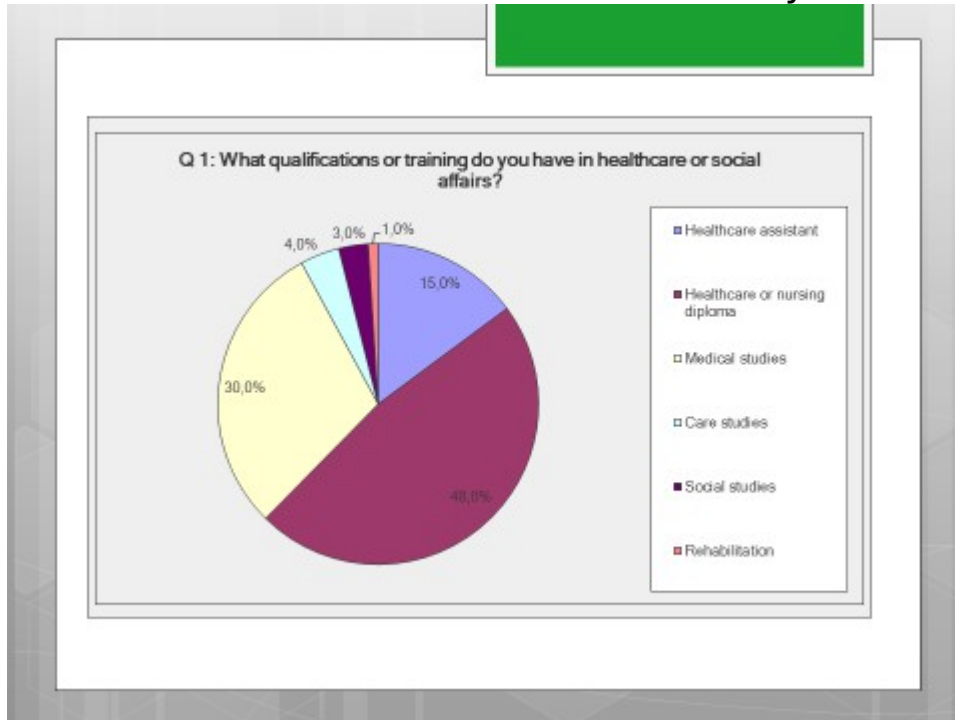
## ■ 8. Differences and similarities between the countries

### ■ 8.1 Job seekers

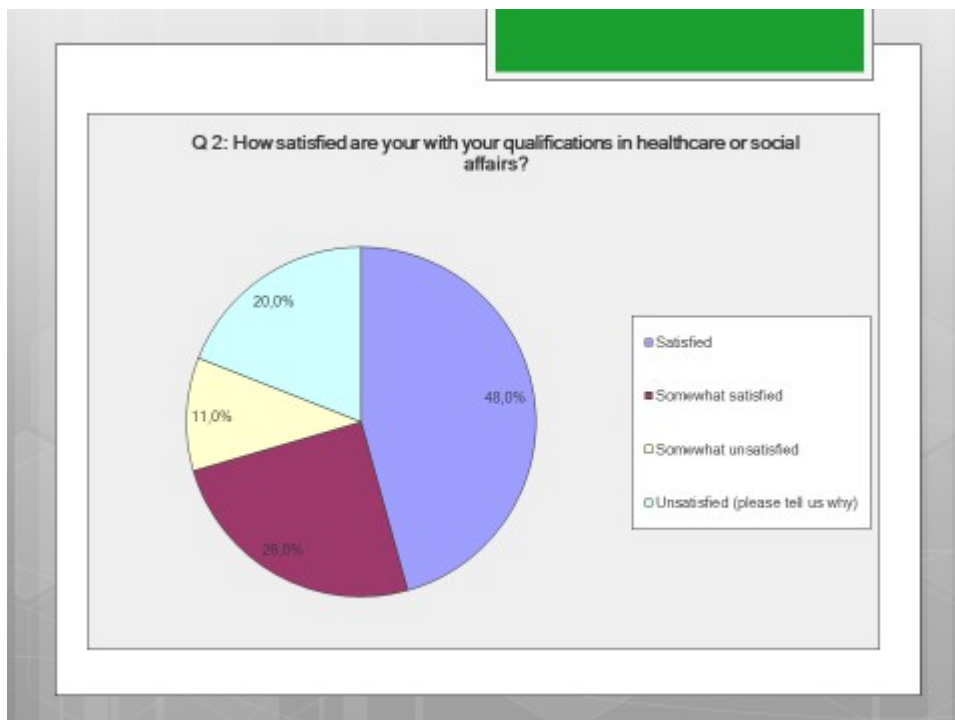
- 
- The teams organized 203 interviews with job seekers in the field of health care. The interviews were done between April and June 2014 and were made face to face as well with online questionnaires.
-



## WP 2- Need and research analysis



- Most of the international participants have qualifications in healthcare or a nursing diploma (48%).

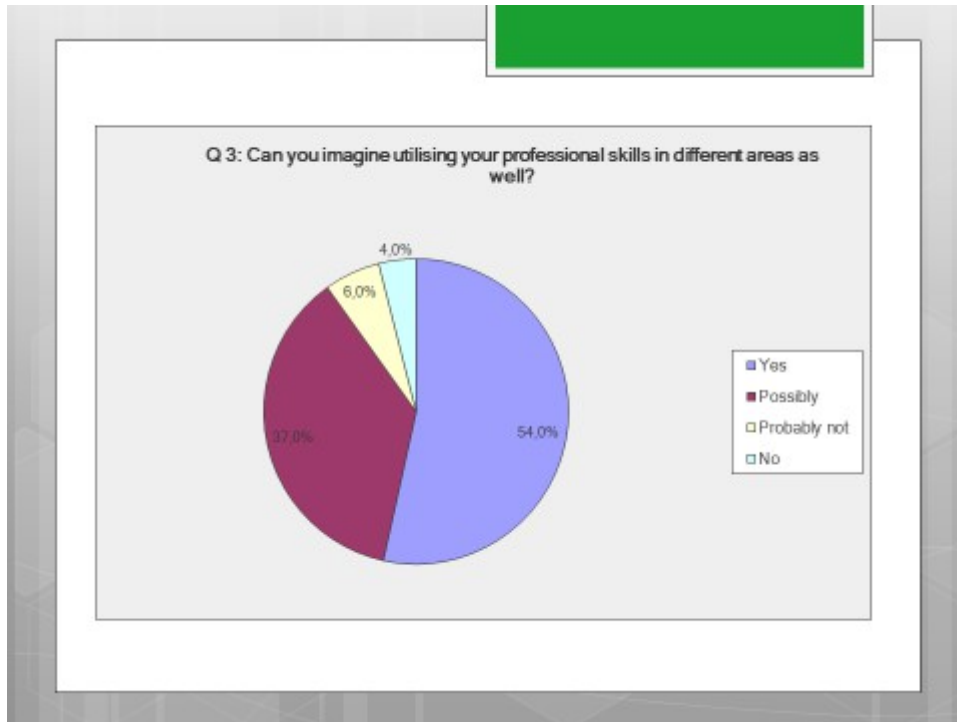




## WP 2- Need and research analysis

- 48 % are satisfied with their qualifications. But also important to mention, that 20 % aren't satisfied with their education in health care or social affairs. But the reasons weren't clear. Some of them skipped the question.

▪



▪

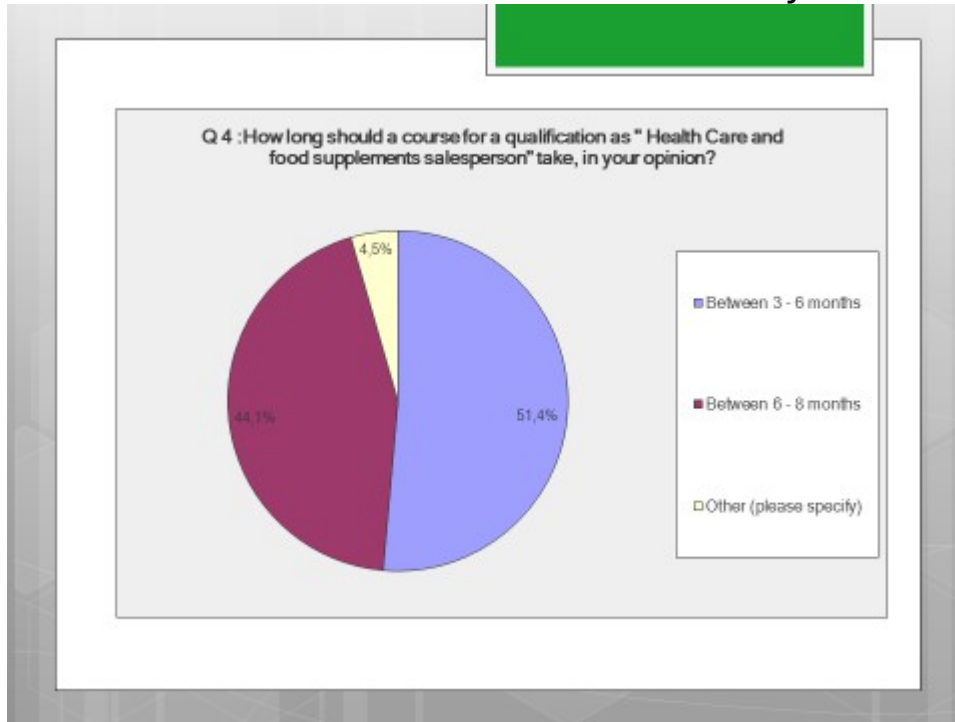
- More than half can imagine to use their knowledge in different areas as well. Only a small amount of them wouldn't.

▪

▪



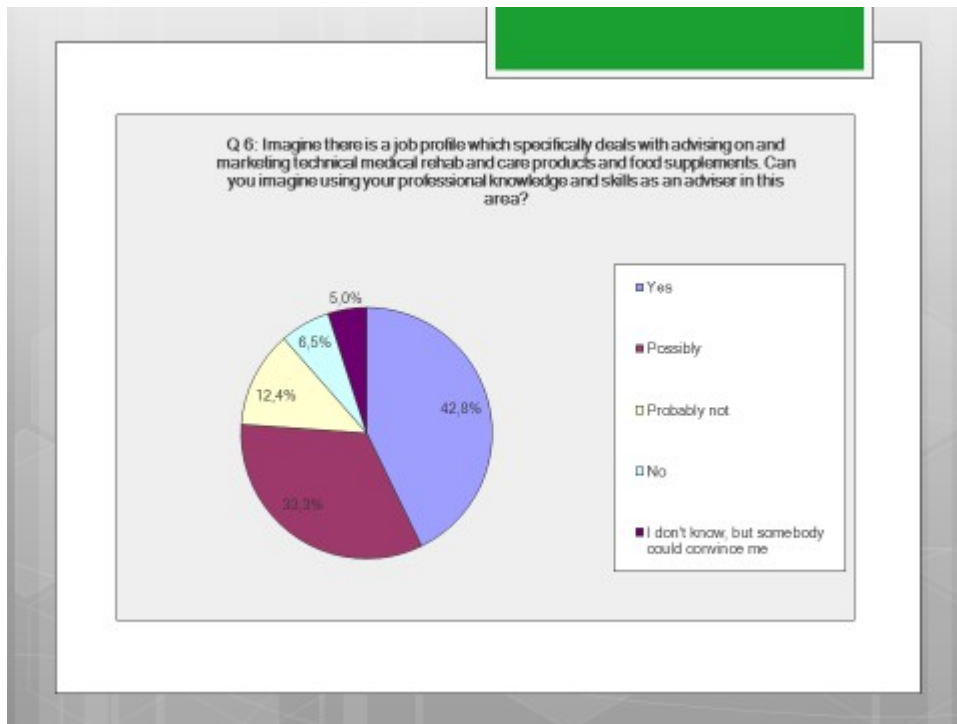
## WP 2- Need and research analysis



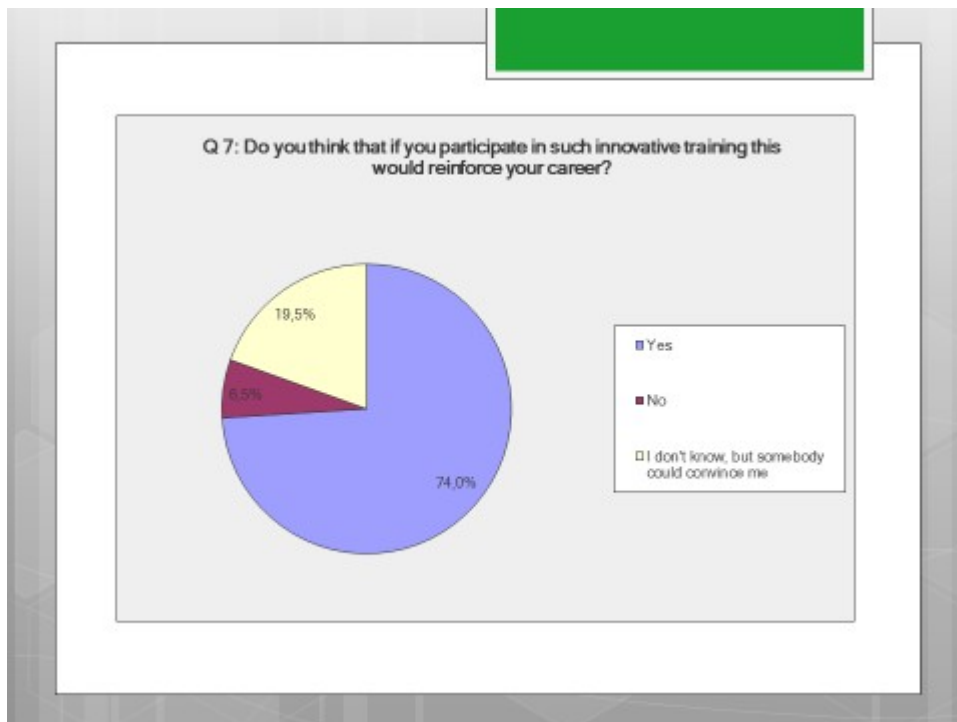
- Turkish and Romanian participants agree over a shorter period of training, but all countries summarized, it confirms the duration from 6-8 months.



- The importance of social skills for such a job profile was important to each countries. But also medical and healthcare skills are essential for them. Only the Bulgarian people accentuated the importance of technical skills.



- The most frequently answer was primarily positive. Over 70% can imagine to work as an adviser in such an area. But the Turkish and the Bulgarian participants approval is clearer.



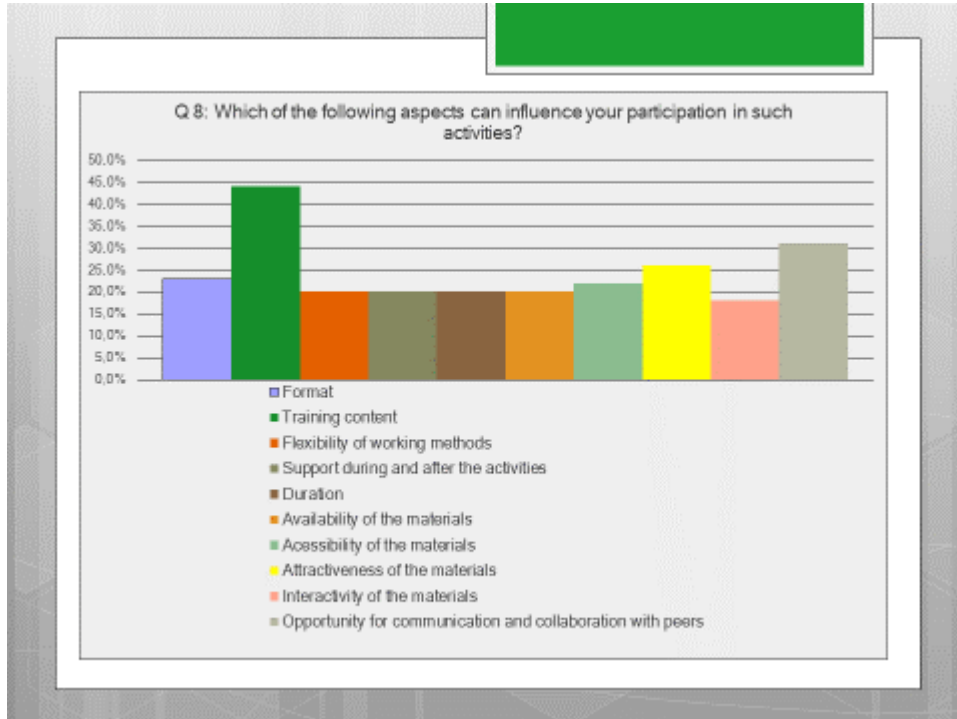


## WP 2- Need and research analysis



- This pie chart shows an enormous agreement all over the countries. 74% can imagine that the training could reinforce their career.

▪

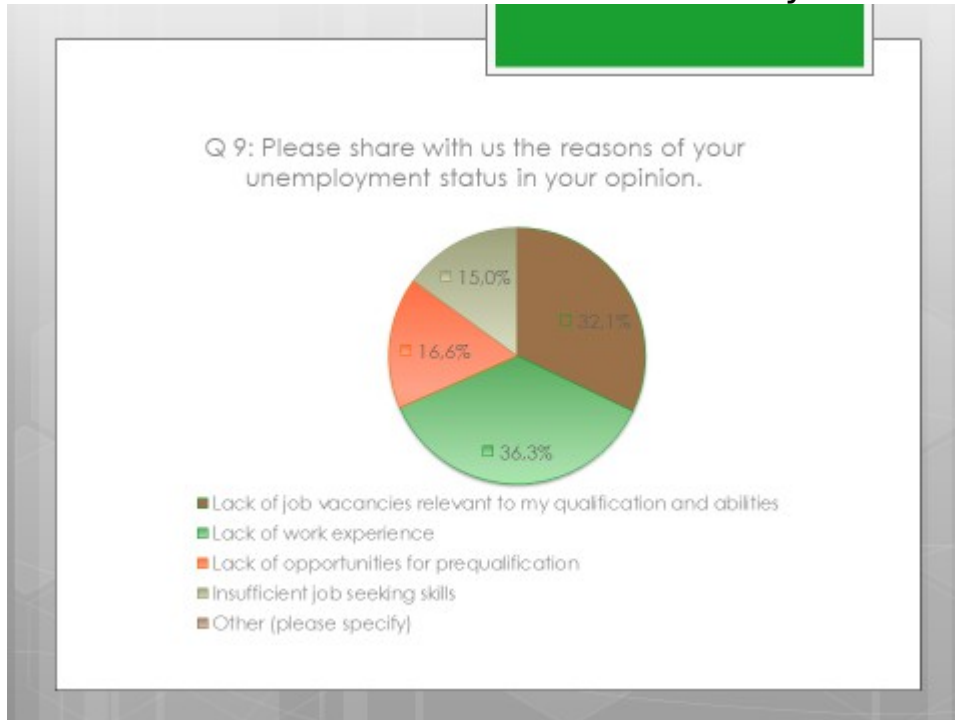


▪

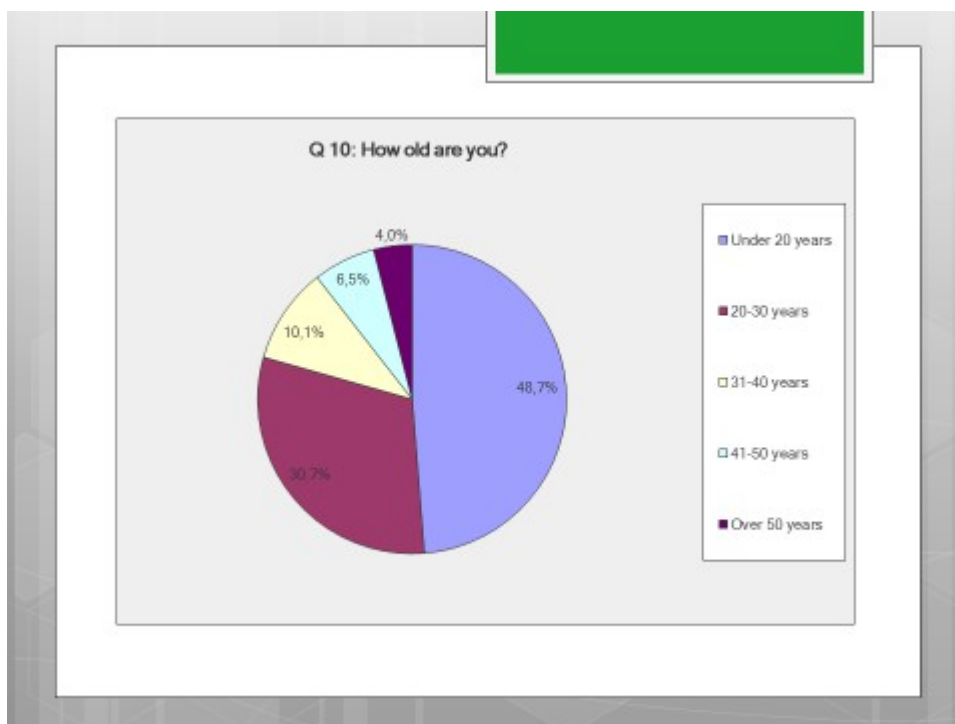
- The most frequently answer all over the countries were the **'training content'** as well the **'opportunity for communication and collaboration with peers'**. Followed by the **'attractiveness of the materials'**. A little difference to the Austrian participants– the support during and after the activities had one of the highest agreement.



## WP 2- Need and research analysis



- 32,1 % of the involved interview partners are suffering under lack of job vacancies and of work experience (36,3%). The common answer in Austria and Bulgaria was the lack of job vacancies, whereas in Turkey the lack of work experience. It's important to mention, that the Austrian participants were more skeptical to answer those question.

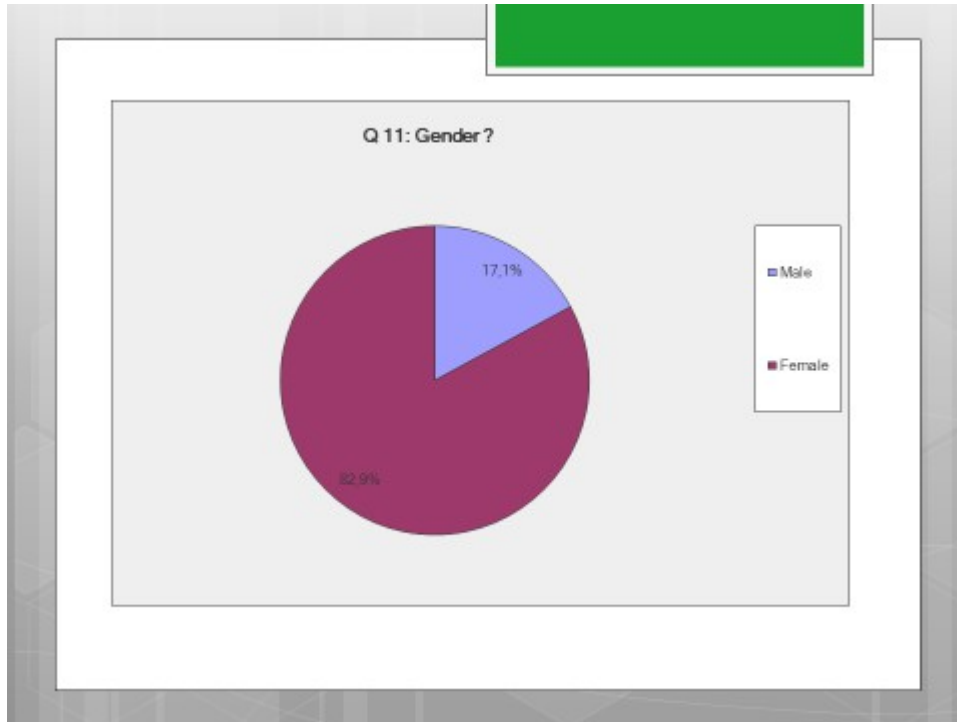




## WP 2- Need and research analysis

- 48,7 % of the interviewed people are under 20 years, that's why the Turkish participants were entirely under 20. The second biggest age-group are between 20-30 years. The interviewed age group in Austria was more heterogeneous than in the other countries.

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- Most of the interviewed people all over the countries are female.

- 

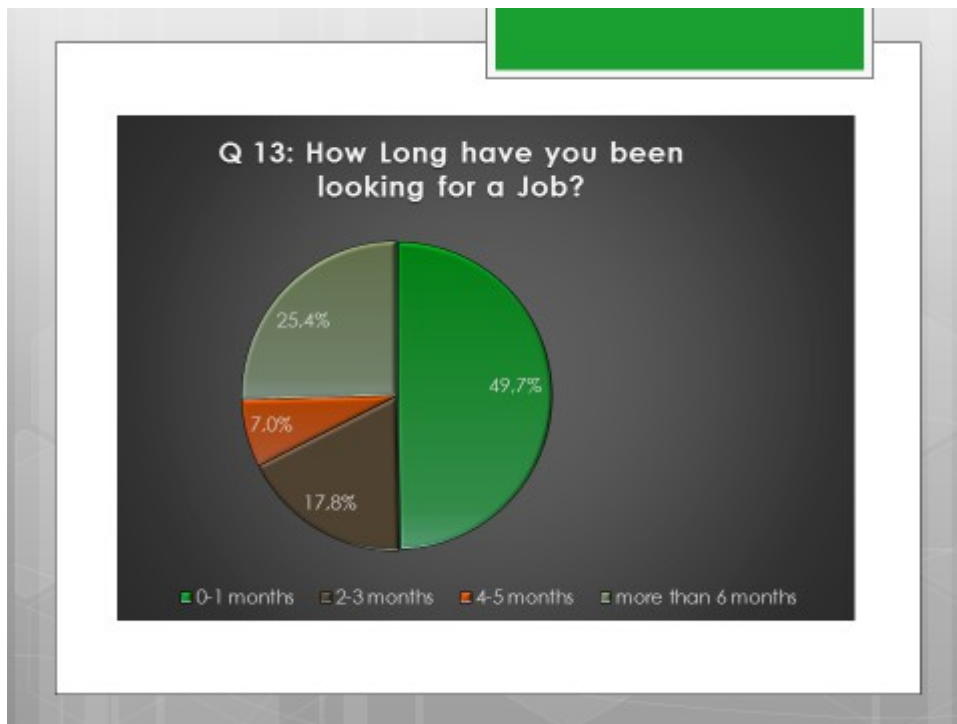
- 

- **Q 12: What was your last role in work?**

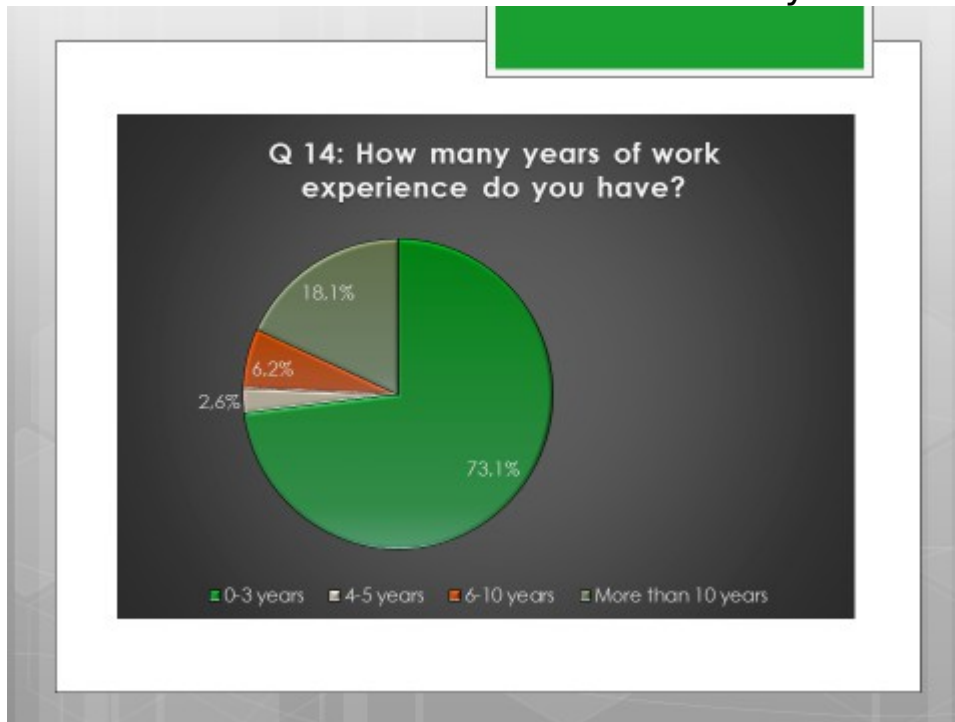
- |   |                    |
|---|--------------------|
| ▪ Driver  | ▪ Physicist        |
| ▪ P.R. Assistant  | ▪ Curator          |
| ▪ Teacher   | ▪ Teacher          |
| ▪ Vice president of Association Next Generation Capital | ▪ Engineer         |
| ▪ Waiter  | ▪ Economist        |
| ▪ Seasonal worker                                       | ▪ Cashier          |
| ▪ Salesperson   | ▪ Social assistant |

## WP 2- Need and research analysis

- Technical assistant
- Real estate consultant
- Agriculturist
- There were numerous different professions all over the countries.
- Baker
- Industrial engineer



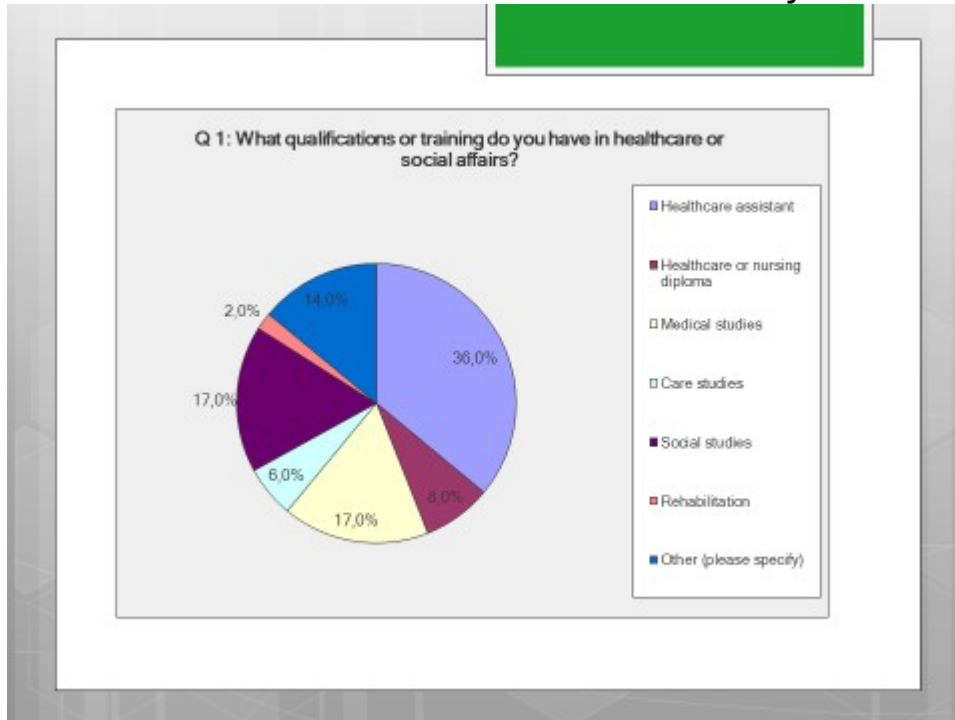
- 
- Nearly half of the interviewed people haven't been looking that long for a new job, only 0-1 months. But on the other hand there are 25,4 % how have been searching for a job more than 6 months. Most of them are from Bulgaria and Romania.
-



- 
- Combining all countries the interviewed participants have 0-3 months work experience. In Austria more than half of the people have more than 10 years work experience. 8.2 Current employees
- **8.2 Current employees**
- 
- The partners organized 139 interviews with current employees in the field of health care. The interviews were done between April and June 2014 and were made face to face as well with online questionnaires.



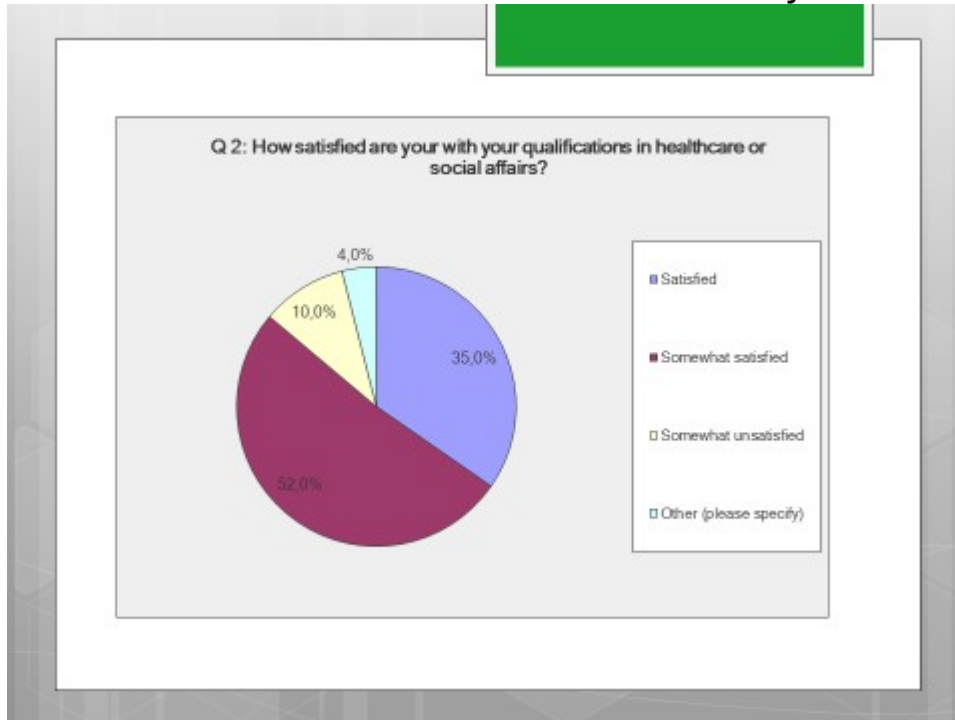
## WP 2- Need and research analysis



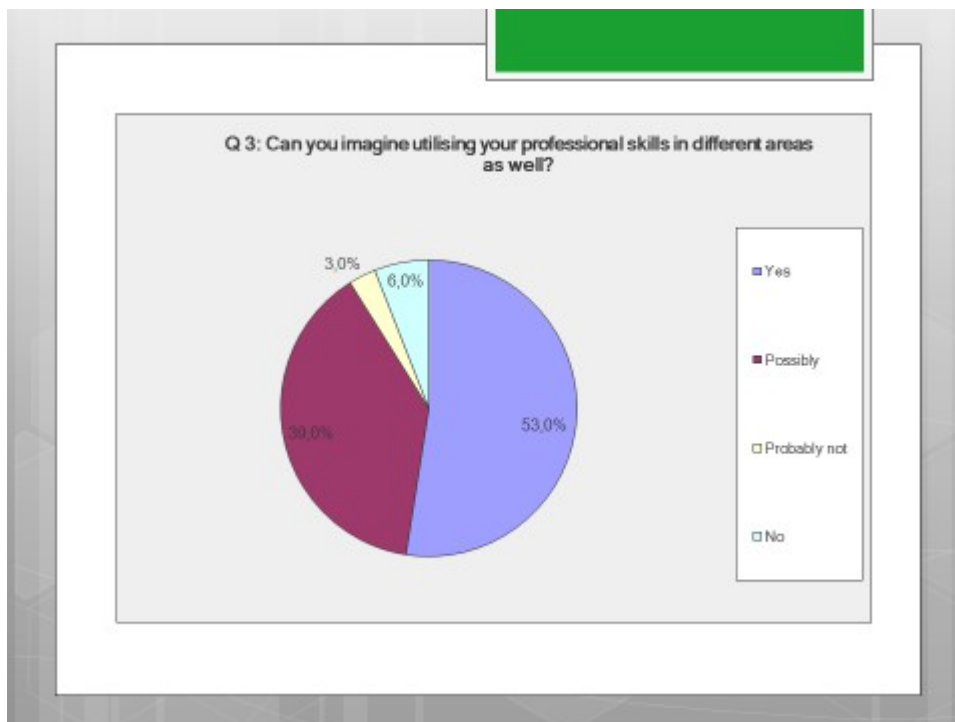
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- 
- Most of the interviewed current employees are working as **health care assistants (36 %)**. 17 % are working in medicine or in nursing. And 14 % of the group are working in other areas (chemical engineering).
-



## WP 2- Need and research analysis



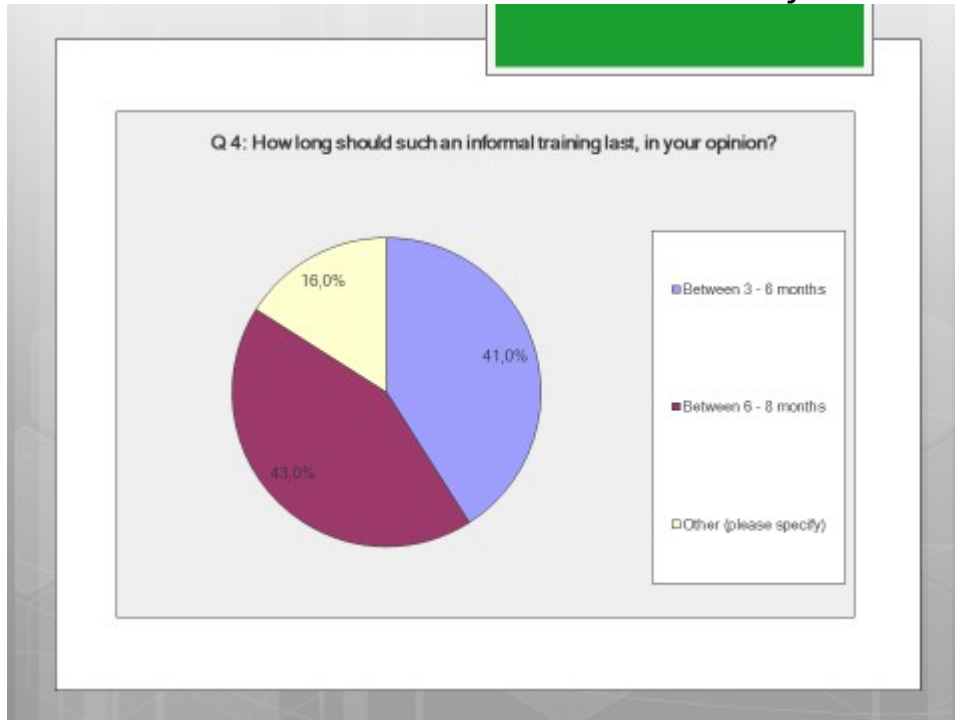
- More than half are **somewhat satisfied** with their education in healthcare. Combined it shows enormous satisfaction. The highest satisfaction in health care has been mentioned in Bulgaria.



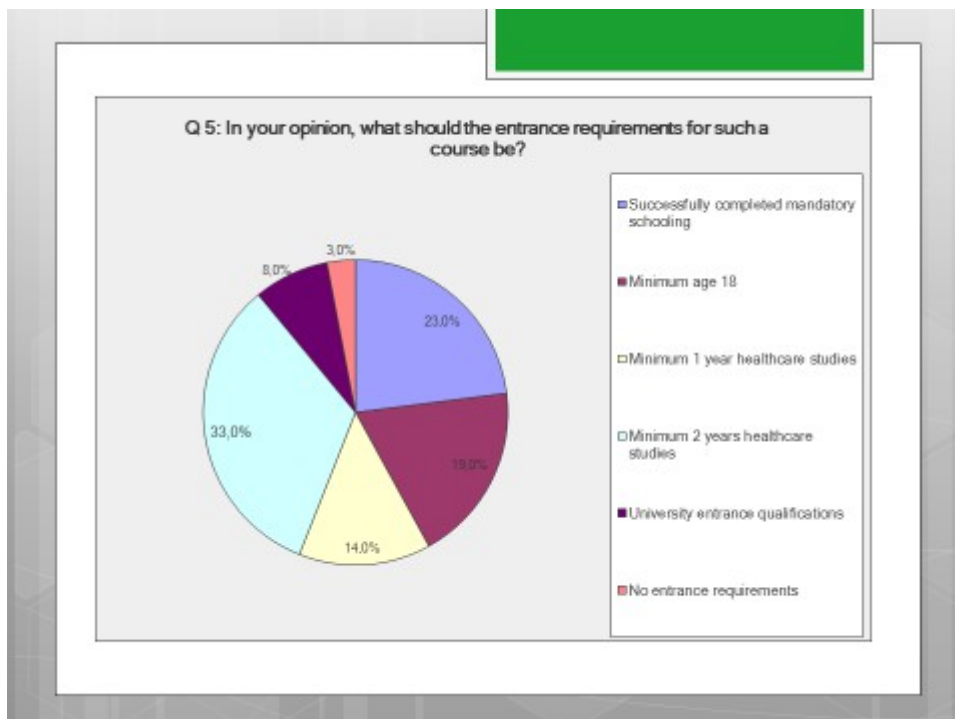
- 53%** of the interviewed people **could imagine** to use their knowledge in different areas.



## WP 2- Need and research analysis



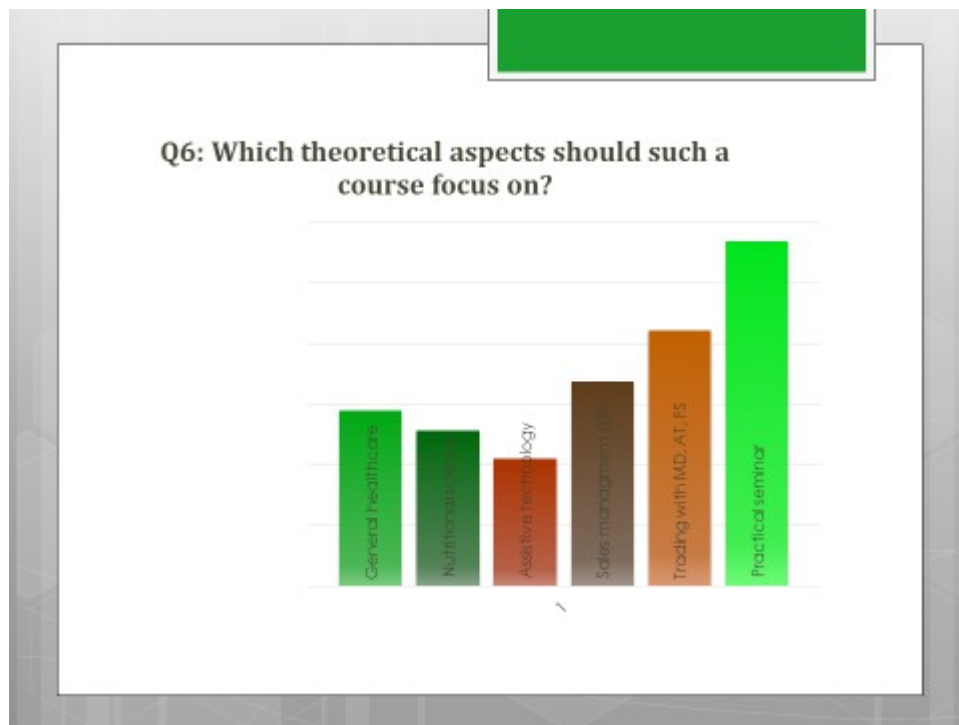
- The pie chart shows only a small difference. **43% marked 6 - 8 months** and 41% of the people agreed over 3 – 6 months. Bulgarian and Austrian participants agreed over the duration of 6-8 months, whereas Romanian participants would prefer the shorter duration, as well Turkish people.



- The people agreed over, that the entrance requirement should be the minimum of 2 years health-care studies. Combined with the 14 % of the minimum 1 year

## WP 2- Need and research analysis

health care studies the entrance requirement should have a correlation to health care. Important for the interviewed people was also the minimum age of



18.



## WP 2- Need and research analysis

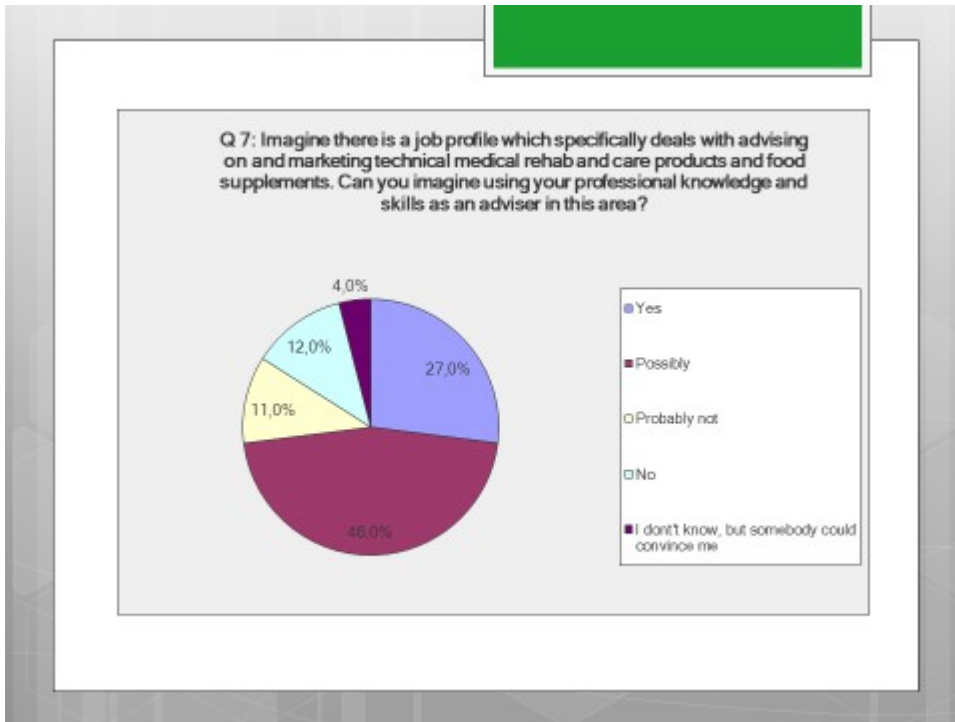


- The top six aspects for such a course should be:
  - Practical seminar
  - Trading with medical devices, assistive technologies, food supplements
  - Sales management skills
  - General healthcare
  - Nutritional science
  - Assistive technology
  
- E-commerce is less important to other countries than for the Bulgarian people. Also the legal background is less important to all interviewed people all over the countries.

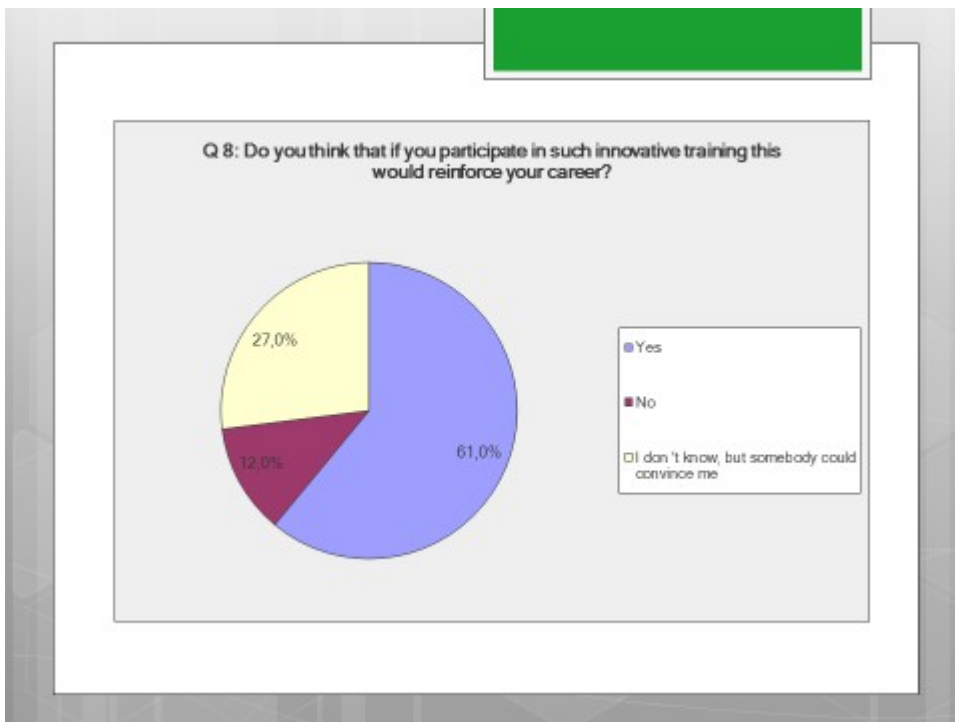




## WP 2- Need and research analysis



- This pie chart shows a **huge tendency to use** their skills in this area all over the countries. Noticeable that the Austrian participants were more critical to use their skills in such an area.



## WP 2- Need and research analysis

- **More than half are sure** that the training could reinforce their career. In Romania, Bulgaria and Turkey the tendency was more positive than in Austria.

▪

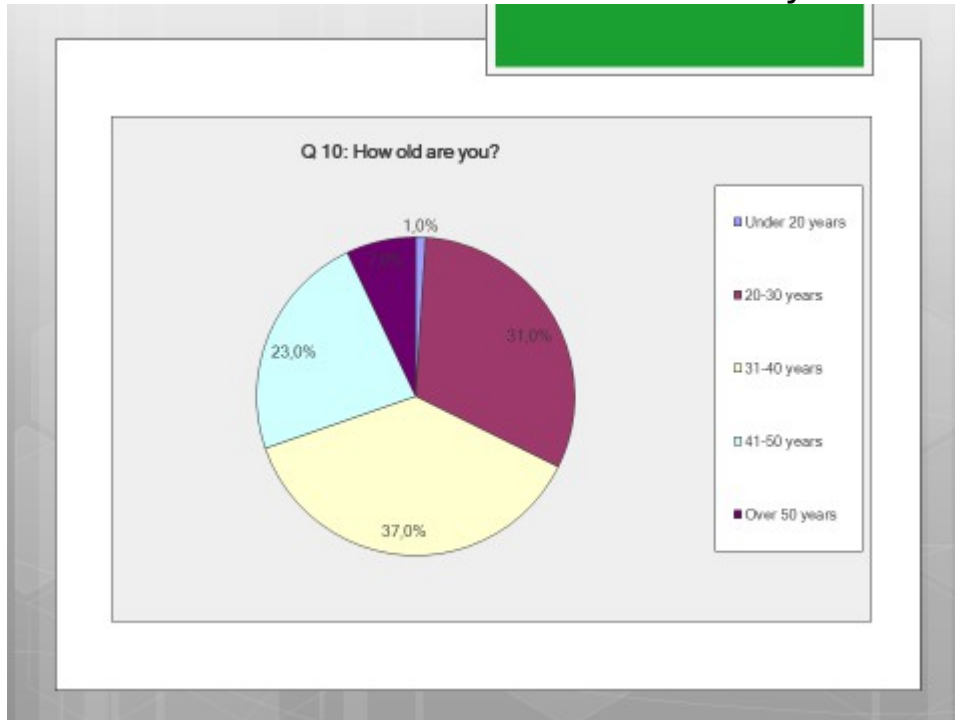


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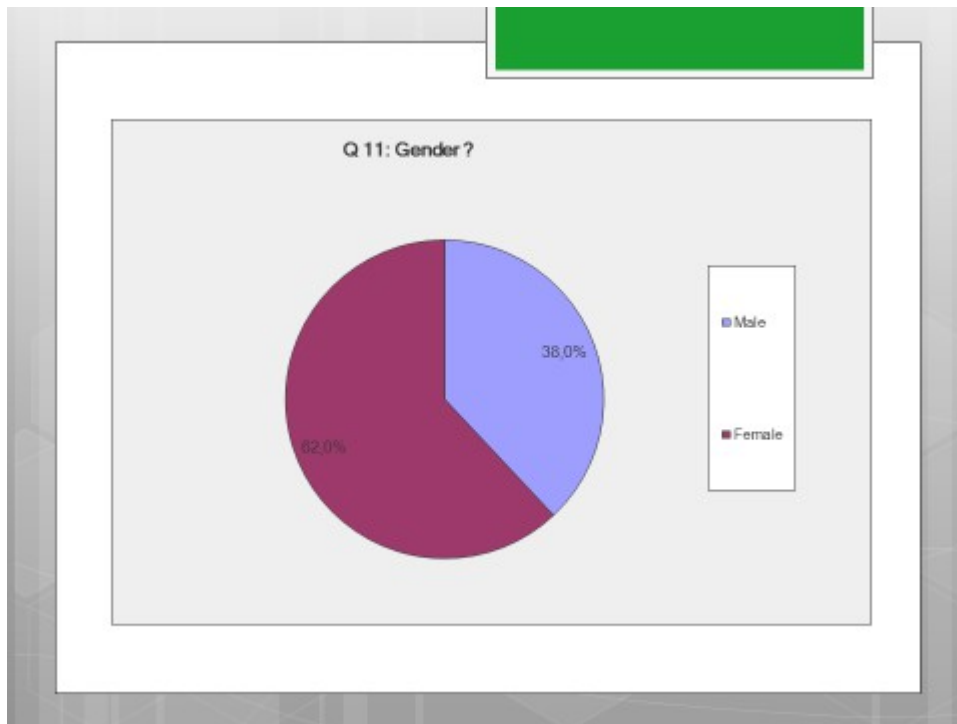
- The three most frequently aspects for the participation in the activities are the **training content**, the **attractiveness of the materials** and the **interactivity of the materials**. Turkish and Romanian people would enjoy the support during and after the activities as well.



## WP 2- Need and research analysis



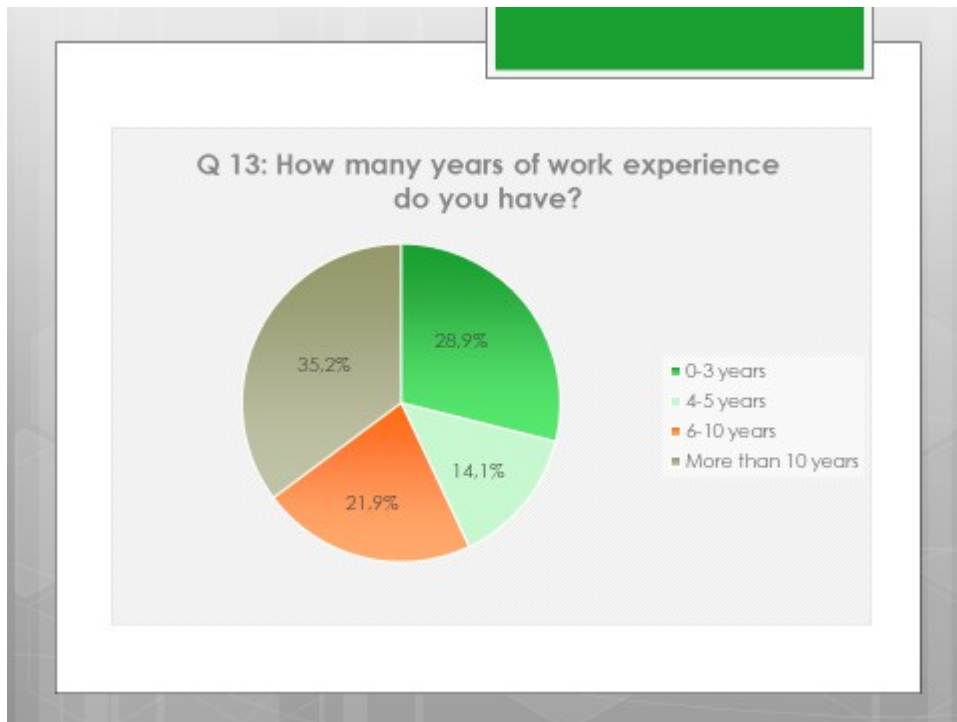
- The biggest single area is the age group from 31 - 40 years. The second biggest group is from 20-30 years and on the third place there are the people from 41 - 50 years.



- Most of the interviewed current employees are female.

- **Q 12: What is your current role in work?**

- Health care coordinator
- Patient organizations' coordinator
- Nutritional consultant
- Cosmetics consultant
- General practitioner
- Medical specialists
- Teacher
- Research assistant
- Assistant professor
- Manager
- Nurse
- Health-care assistant
- Doctor of medicine
- Physiotherapist
- Gerontologist
- University professor for health care management
- Nutritionist
- Sales representative
- Laboratory analyser
-



- The interview partners are working in numerous different areas in health- and social affairs. One third of them have 0-3 years work experience and 4-5 years the other third.



### 8.3 VET trainers, policy makers



- Between April and June 127 experts have been interviewed. Some of the partners made focus groups and others interviewed the participants face to face.



#### ○ Q 1: What healthcare courses are currently being offered?



- Bulgarian, Romanian and Turkish participants had barely knowledge about the educational system in the field of health care in their country. The most common answer was: " I don't know exactly" . The interviewed people in Austria seemed to have had more information about the field. The named many educations in the field of health care and social affairs.





## WP 2- Need and research analysis

### ○ Q 2: Have you noticed changes in healthcare, and how you can describe them?

○

- One of the most common answer all over the countries belonged to small changes in healthcare and the forthcoming aging of the population. The interviewed people in Austria were more reserved to answer this question, because there are ongoing changes. Furthermore they talked a lot about the numerous educational possibilities in healthcare and social affairs.

○

- Many of the Turkish participants explained that they were not aware of the changes, whereas Bulgarian participants several options for changes in healthcare sales education presented.

○

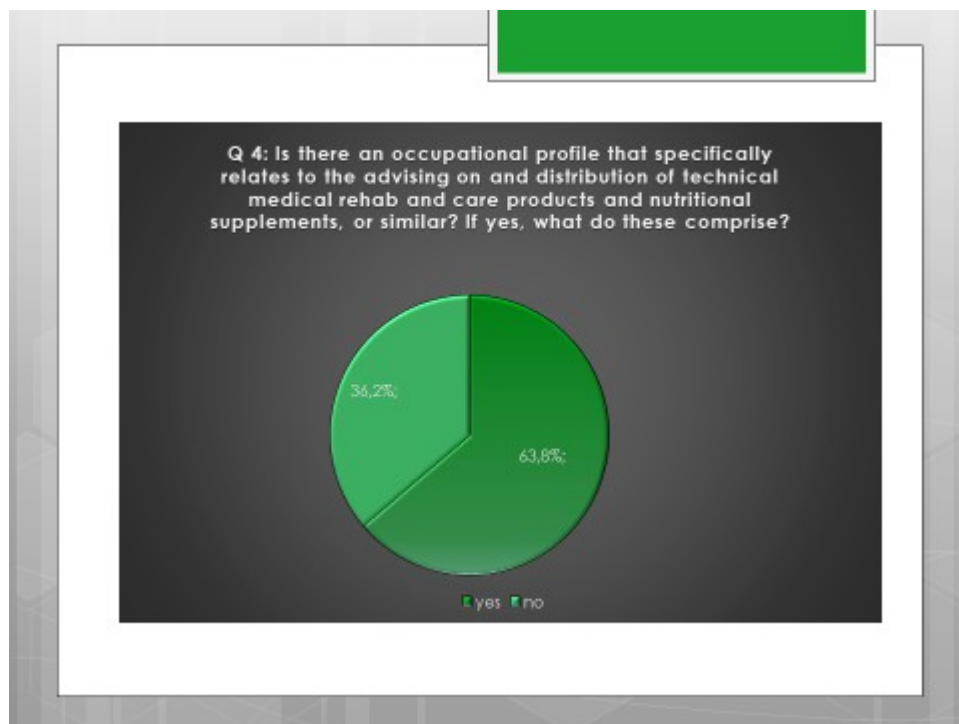
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### ○ Q 3: How are you, as a trainer/center/organization/authority reacting to these challenges?

○

- Offering more information and consulting for the special target groups is essential to most of the interviewed people all over the countries. Simplifying educations and the participation in expert commissions could be strategies to react on changes in healthcare.

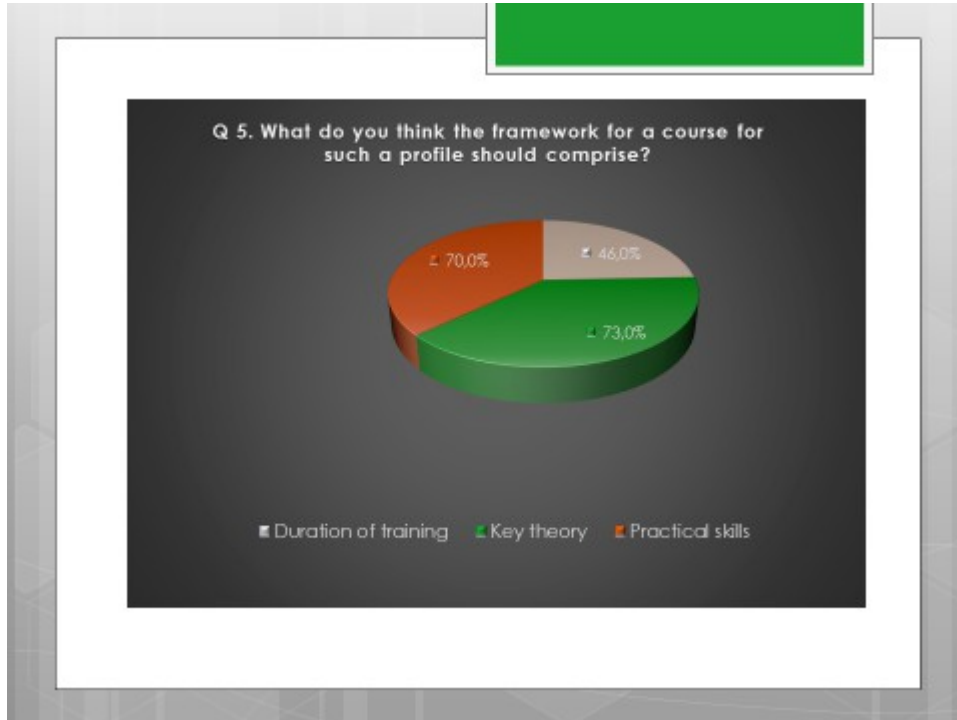
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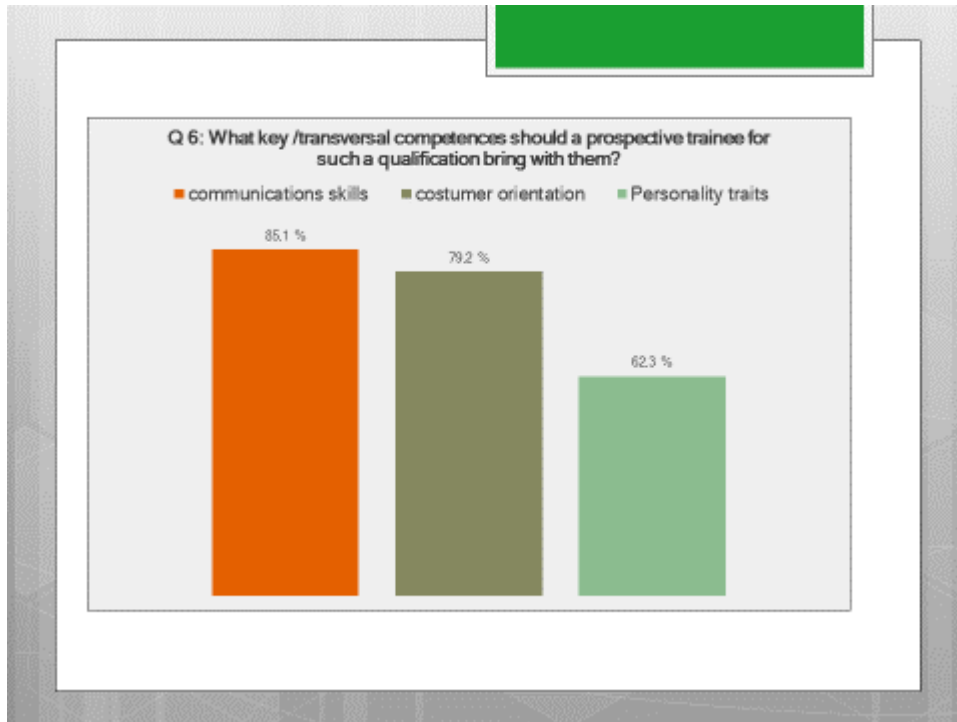
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## WP 2- Need and research analysis

- Most of the interviewed partner were sure about a current occupational profile in their country. Extraordinaire in Austria, there are several similar job profiles (page 28). In Turkey most of the people replied that question. The named job profile is: salesman .



- The three most frequently answers all over the involved countries were the practical skills, key theory and duration of training. The Austrian people mentioned the importance of course completion and an international appreciation. In Bulgaria and Austria the entrance requirements attracted attention. The tendency in Bulgaria is from secondary school to bachelor’s degree whereas it’s clearer in Austria. The entrance requirement should be the minimum of two year health care studies (that means 18+ and successfully completed mandatory school).
-

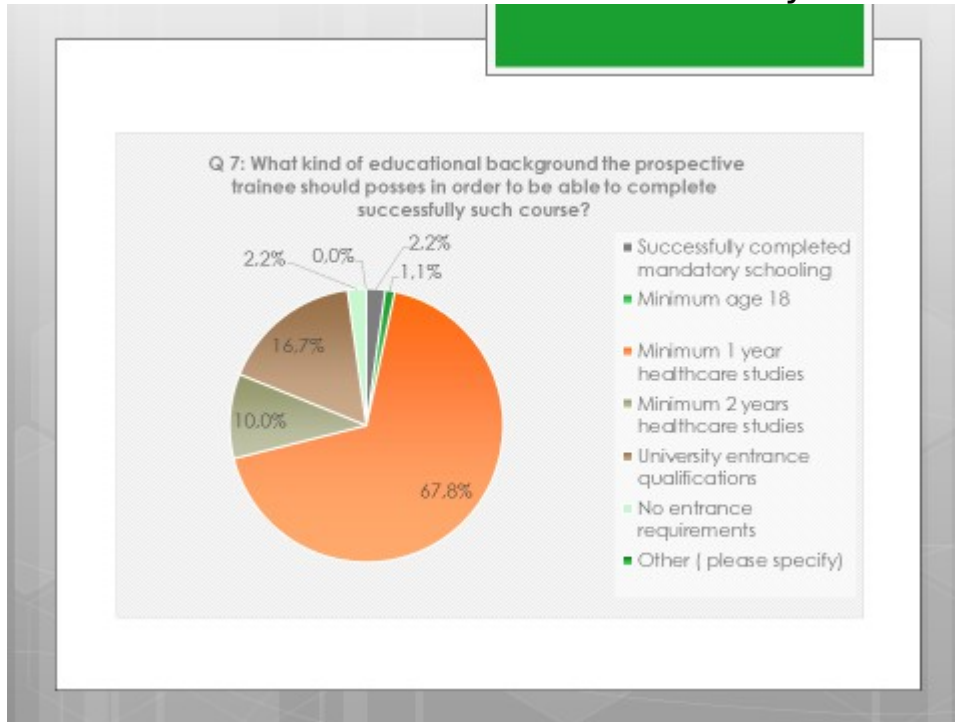


- The communications skills got high correlation all over the interviewed experts of the 3<sup>rd</sup> target group. Followed by the customer orientations skills, and the personality traits (flexibility, trustworthiness, accuracy). Fully agreement over the involved countries is the unimportance of innovation and technological skills. Team spirit/ability to work in a team is for the Bulgarian interviewed employers an important competence, whereas it's less important for the other countries.

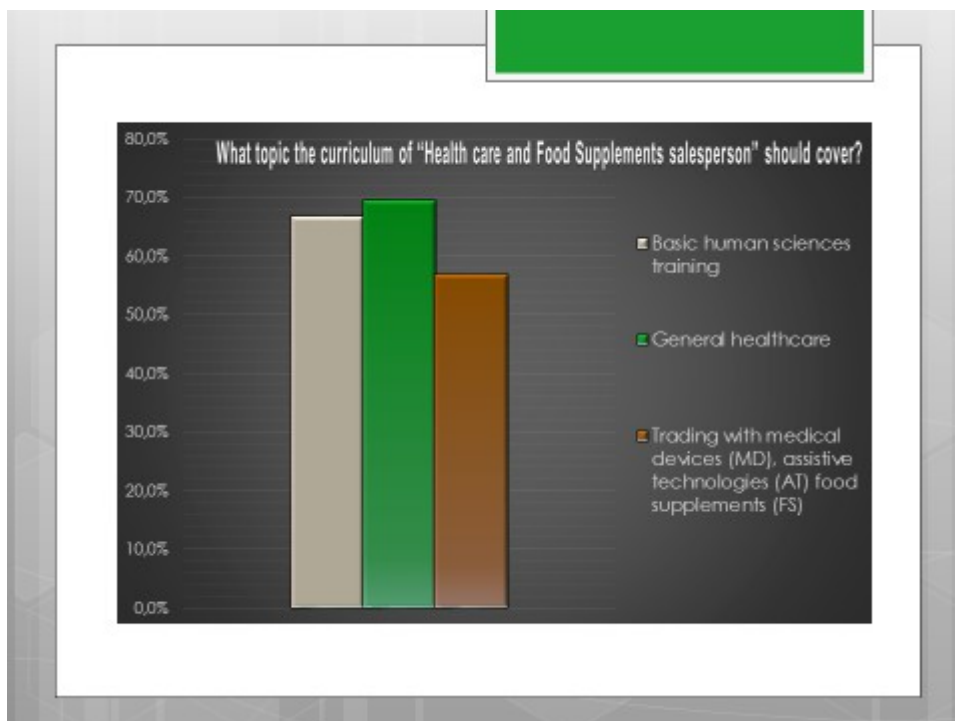




## WP 2- Need and research analysis



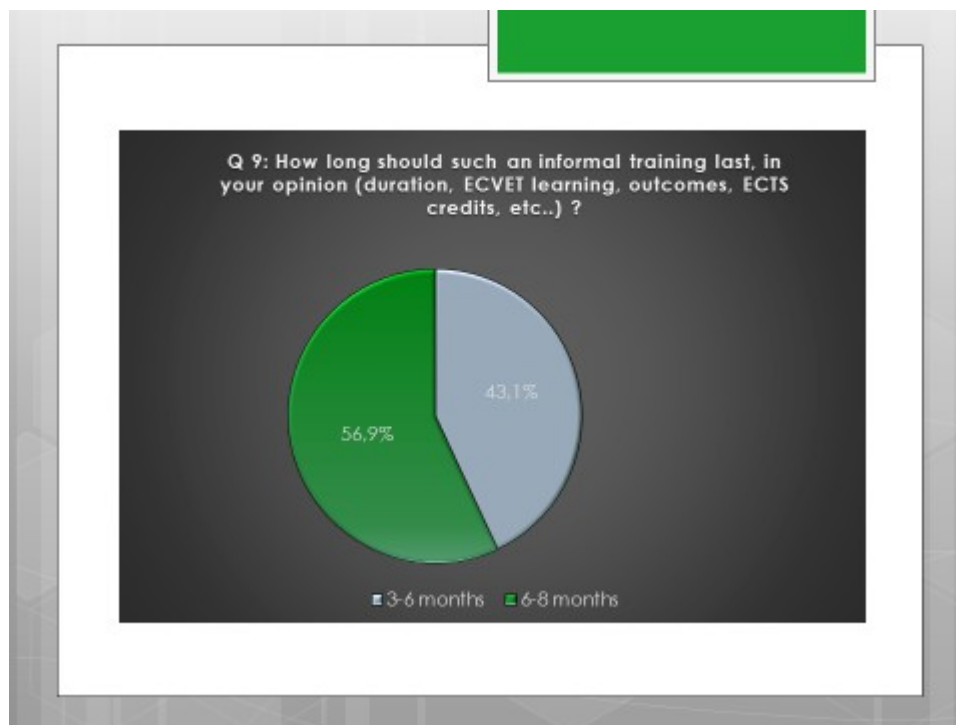
- 
- For more than two thirds of the participants of this target group the educational background should be **one year health care study** minimum. Frequently used answer in Bulgaria was the secondary school.



- 
- The three most frequently marked topics for the curriculum are:
  - General healthcare (including anatomy, public health)

## WP 2- Need and research analysis

- Basic human science training
- Trading with medical devices, assistive technology and food supplements



- 
- The pie chart of the duration shows a clear tendency. More than half of the interviewed people marked the longer variant. An important suggestions from all over the countries was the importance of an international acceptance of such an education.

○

## 9. Recommendations for the curriculum

○

### 9.1 Entrance requirements – educational background

○

- The trainee should dispose of **minimum one year health care studies**, after successfully finished secondary school. The educational background of interested trainees should correlate to health care or social affairs.

- Furthermore it should be noticed that there are different entrance requirements for health care studies in the involved countries.

○

### 9. 2 Duration

○



## WP 2- Need and research analysis



- Combined all answers, the education on health care and food supplement salesperson should **take 6-8 months**.



- **9.3 Key/transversal competences**



- Health care/Medical skills, as well social skills (including communications skills) followed by business skills, administrative and technological skills are essential for future trainees.



- **9.4 Theoretical aspects**



- The curriculum for a health care and food supplements salesperson should cover:

- Trading with medical devices, assistive technologies, food supplements
- Practical seminar
- General healthcare
- Nutritional science
- Assistive technology
- Sales management skills
- Basic human science training



- **9.5 Other suggestions**



- The **international appreciation** is important all over the involved countries.