



Lifelong
Learning
Programme

**H-CARE: “Launching of
Sector Skills Alliance
for Training &
Apprenticeship
of Health Care and
Food Supplements
Salespersons”**

540170-LLP-1-2013-1-TR-LEONARDO-LMP

TITLE:

Presented by: NAVET



FOCUS GROUPS: VET TRAINERS; VET TRAINING CENTERS, EMPLOYERS, NGOS, SMES, POLICY MAKERS

The focus group (10 participants) took place in NAVETs conference hall on 21.05.2014. NAVETs 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.

The participants were representatives from the following organizations:

- Ministry of Labour and Social Policy
- Ministry of Youth and Sports
- Confederation of Independent Trade Unions in Bulgaria
- Experts Commission Healthcare and Sports
- CVT school in Bulgarian Association of Health professionals in Nursing
- Expert Commission Social Activities
- Bulgarian Drug Agency
- Employers



On 23.05.2014 NAVETs team from the project made personal interviews (5 participants) and discussions with employers at one of the biggest medical and dental exhibitions in Bulgaria – BULMEDICA and BULDENTAL in Inter Expo Center Sofia.

On 26.05.2014 NAVETs team from the project made personal interviews and discussions with employers in the sector (3 participants).

During May 2014 and the first two weeks of June 2014 NAVETs team from the project made interviews and discussions with VET training centers (15 participants).

THE INTERVIEWS AND DISCUSSIONS IMPLEMENTED BY NAVETS TEAM FROM THE PROJECT ARE SUMMARIZED IN THE FOLLOWING QUESTIONS AGREED BY THE PROJECT PARTNERS.

1. WHAT HEALTHCARE COURSES ARE CURRENTLY BEING OFFERED?

1.1 POLICY MAKERS:

- 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.**

1.2 EMPLOYERS:

- NOT FAMILIAR WITH ANY PRESENT HEALTHCARE COURSES

1.3 VET CENTERS: (SAME AS POLICY MAKERS)

- 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?

(FROM NECESSITY OF CHANGES POINT OF VIEW)

2.1 POLICY MAKERS:

- NECESSITY OF NEW PROFESSIONS, JOB PROFILES
- SALES OF NUTRITIONAL SUPPLEMENTS AND TECHNICAL MEDICAL REHAB AND CARE PRODUCTS SHOULD BE DIVIDED INTO 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.

2.2 EMPLOYERS:

- NECESSITY FOR EDUCATION ACCORDING TO THE MERCHANDISE THEY ARE SELLING.
- NECESSITY FOR TECHNOLOGY AND MODERNIZATION KNOWLEDGE.

2.3 VET CENTERS:

THE ANSWERS OF THE VET CENTERS OF THIS QUESTION MOSTLY COVER THE ANSWERS OF THE POLICY MAKERS +

THE SECOND ANSWER OF EMPLOYERS

- NECESSITY FOR TECHNOLOGY AND MODERNIZATION KNOWLEDGE.

MOST COMMON ANSWER - **NECESSITY FOR TECHNOLOGY AND MODERNIZATION**

KNOWLEDGE





3. How are you, as a trainer/centre/organisation/authority reacting to these challenges?

3.1 POLICY MAKERS:

- PARTICIPATION IN EXPERT COMMISSION FOR CONSTRUCTING STATE EDUCATIONAL REQUIREMENTS
- LEGISLATION CHANGES FOR FOOD SUPPLEMENT REGULATION

3.2 EMPLOYERS:

- OFFERING MORE INFORMATION TO THE TARGET GROUPS
- STIMULATING PERSONAL TO ACQUIRE BETTER KNOWLEDGE AND SKILLS

3.3 VET CENTERS:

- PARTICIPATION IN EXPERT COMMISSION FOR CONSTRUCTING STATE EDUCATIONAL REQUIREMENTS.
- BY ORGANIZING HEALTHCARE COURSES.





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?

4.1 POLICY MAKERS:

- NO

4.2 EMPLOYERS:

- NO
- SOME COMPANIES IN THE SECTOR FORM THEIR OWN OCCUPATIONAL PROFILE, SALES PERSON (AGENT) OR OTHERS.

4.3 VET CENTERS:

- NO
- SOME COMPANIES IN THE SECTOR FORM THEIR OWN OCCUPATIONAL PROFILE, SALES PERSON (AGENT) OR OTHERS.

OVER 90% FROM THE ANSWERS OF THIS QUESTION ARE “NO”





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

5.1 POLICY MAKERS:

- 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

AS WRITTEN ABOVE POLICY MAKERS GAVE DETAILED EXPLANATION OF THE QUESTION. THEY DREW MORE ATTENTION TO: **COURSE COMPLETION - THEORY AND PRACTICE**

5.2 EMPLOYERS:

ACCORDING TO MOST OF THE EMPLOYERS, ALL THE POINTS OF THIS QUESTION ARE VALUABLE, BUT ACQUIRING **PRACTICAL SKILLS** IS MOST IMPORTANT, A LITTLE LESS ATTENTION WAS DRAWN TO “EVALUATION”.

5.3 VET CENTERS:

THE ANSWERS OF THE VET CENTERS OF THIS QUESTION MOSTLY COVER THE ANSWERS OF THE POLICY MAKERS





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

6.1 Policy makers:

- a. Ability to work in a team - ✓✓
- b. Problem solving - ✓
- c. **Communications skills** - ✓✓✓✓✓
- d. **Costumer 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

6.2 EMPLOYERS:

- a. **Ability to work in a team** - ✓✓✓✓✓✓
- b. Problem solving - ✓✓
- c. Communications skills - ✓✓✓✓
- d. **Costumer 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

6.3 VET CENTERS:

- a. Ability to work in a team - ✓✓✓✓✓
- b. Problem solving - ✓✓✓✓
- c. **Communications skills** - ✓✓✓✓✓✓✓✓✓✓
- d. **Costumer 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 - ✓✓

The most common competences pointed from all 3 groups are: **Communications skills, Costumer orientation,**





7. What kind of educational background the prospective trainee should possess in order to be able to complete successfully such course?

7.1 Policy makers:

- Secondary school

7.2 EMPLOYERS:

- SECONDARY SCHOOL
- HIGH SCHOOL
- BACHELORS DEGREE

MOST OF THE ANSWERS WERE: SECONDARY SCHOOL.

7.3 VET CENTERS:

- SECONDARY SCHOOL
- BACHELORS DEGREE

MOST OF THE ANSWERS WERE: SECONDARY SCHOOL.





8. What topic the curriculum of “Health care and Food Supplements salesperson” should cover?

8.1 Policy makers:

- Anatomy
- Physiology
- Health care
- Biology
- Economics
- Technology
- Marketing
- Audience behavior, presenting
- Nutrition
- Structure of healthcare

8.2 EMPLOYERS:

- Anatomy
- Biology
- Audience behavior, presenting
- Structure of healthcare
- Physiology
- marketing

8.3 VET CENTERS:

- Physiology
- Chemistry
- Medical course
- Communication
- Technical medical rehab
- Marketing
- Economics
- Anatomy

The most common topics for the 3 interviewed target groups are: **Anatomy, Physiology, and Marketing**



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

9.1 Policy makers:

- 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 - Distribution 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;
Distribution of technical medical rehab and care products – depends on the occupational profile

9.2 EMPLOYERS:

- 2 months
- 4 months
- 6 months
- 1 year

Most common answer – 6 months

9.3 VET CENTERS:

- 300 class lessons
- 660 class lessons
- 960 class lessons

Most of the answers were: **660 and 960 class lessons.**



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The end...

**THANK YOU
FOR YOUR
ATTENTION!**

