



Selling to Hospitals and IDNs in an Age of Healthcare Reform

MARKETING AND SALES TECHNIQUES FOR SUPPLIERS OF:

- *Medical devices*
 - *Imaging equipment and solutions*
 - *Instruments and devices*
 - *Hospital supplies and materials*
 - *Outsourced services*
 - *Surgical Systems*
 - *Computer Assisted Surgery*
 - *Surgical Robotics*
 - *ERP, CRM and HIS Solutions*
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Selling to Hospitals and IDNs Has Never Been More Challenging

The 2010 Health Care Affordability Act mandates more insureds and forces providers into reduced reimbursement. The effect is a “perfect storm” of increased demand and lower margins.

Providers will respond by asking their suppliers to share in the pain. Suppliers must respond with new sales approaches. Offerings must meet rigid criteria for ROI, payback period, demonstrate real cost savings and improved patient care outcomes.

The new hospital buyer will not be limited to the traditional department head, influential surgeon, or clinical unit director: it will be the CFO, the CEO, and increasingly, third party medical equipment evaluation consultants who will decide what the hospital will buy. The pervasive GPO influence on hospital procurement will change.

In short, the buying process is fundamentally changing. Suppliers need to master new methods for effective selling in the age of healthcare reform.

To respond to this dramatic new selling environment, Kotler Marketing Group, a renowned leader in marketing and sales training programs in healthcare, has developed this new workshop series, “Selling to Hospitals and IDNs in an Age of Healthcare Reform”.

Critical Sales Challenges Addressed in the Workshop

- Healthcare Organization – New executive roles you may not have encountered are driving buying decisions.
- Hospital Finance and Budgeting – You will learn how your customers get paid, how they are responding to new reimbursement rules, and what operating margins look like.
- Purchasing Rules – What they are, and how they can be used to your sales advantage over your competition.
- Purchasing Decision Makers – The new influencers, final decision makers, and how and why they decide for or against your offering.
- How to Think Like a CFO – what you can, and must say, when you present your offering to a financial or C-suite executive that will cause them to immediately position you to get the sale.

BENEFITS OF ATTENDING

- Learn about the key challenges of selling to hospital decision-makers
- Hear about success stories from the health care supplier community
- Learn to position your firm as a trusted solutions provider
- An opportunity to benchmark yourself against industry best practices
- Learn how the buying decision process is changing in response to healthcare reform

PARTIAL LIST OF CLIENTS

Siemens Medical
Bayer Diagnostics
Abbott
IBM Global Solutions
Sun Microsystems
LifeNet
Stryker
Boston Scientific
3M
BD
DSM Pharmaceutical
Delphi Medical Systems
GE
DuPont
Epix Medical
Roche
Pfizer
Fisher Healthcare
Corning
SoftwareAG
Avaya
Novartis
British Telecom
QuadraMed



WHY KOTLER?

Dr. Philip Kotler literally wrote the book on modern marketing. He is the first recipient of the AMA's *Philip Kotler award for Excellence in Health Care Marketing*. We bring a unique blend of knowledge and experience to bear on your sales and marketing challenges.

- **Marketing & Sales Training**
Kotler Sales & Marketing training programs have been delivered to leading companies in the health care industry throughout the world for the past 15 years, including Siemens Medical, GE, Dow, Corning, Stryker, and IBM.
- **Consulting Services**
Kotler consultants offer expertise in documenting and demonstrating the value of innovative products and services. We have advised dozens of clients on how to build a quantitative business case. Our proven success spans the health care industry, ranging from pharmaceutical companies and diagnostic tests and devices, to service providers and technology systems and solutions, and others.

What You'll Get

- Learn precisely how medical sales decision making processes are changing to favor the hospital, and what you can do to counteract this trend.
- Get invaluable intelligence and insights into the minds of CFOs and CEOs, and use their criteria in your sales presentations.
- Learn the key drivers and metrics that hospital evaluation committees and independent third parties are using to make purchase recommendations.
- Come away with specific tools and sales pieces you can quickly develop to insure winning sales proposals or responses to RFPs.

Who Should Attend

- Sales Directors & Managers
- Account Representatives
- Field Sales Specialists
- Marketing & Product Managers

The Presenter

The workshops are facilitated by the following instructor:

George Britton has over twenty years in the delivery of healthcare services. As a senior hospital executive for leading US medical centers and multi-hospital systems, George held responsibility for all hospital and health system operating and capital budgets, including \$10's of millions in clinical and medical equipment and supplies.

As a senior manager at Beth Israel Medical Center (Continuum Health Partners), the University of Florida Medical Center, University Community Hospital, and a 12 hospital/40 clinic system, he was instrumental in developing innovative Capex buying programs and creating ROI metrics for major capital acquisitions.

George served as CEO for one of the largest hospital buying groups in the Southeast, where he implemented a new capital purchase scoring tool, allowing major equipment companies to be measured on total cost of ownership, realized value, quality of care impact, as well as cost. George's perspective as a hospital buyer and decision maker allows him to advise medical suppliers how to structure their solutions to create true economic value to health care providers, and how to get maximum credit for the value delivered.

George is a sought after speaker and has an extensive teaching and seminar faculty record. He has consulted to and trained leading US technology and Pharma suppliers (Siemens Medical, LifeNet, Bahr, Pfizer, Novartis, Smith and Nephew) how to position their offerings to have broad institutional impact for customer, create a sustainable competitive advantage, and quantify value to ease provider and payer pain points.

George Britton holds MBAs in Health Care Administration and Finance and is a Diplomate of the American College of Healthcare Executives. In 2010, he was elected to the Cambridge Who's Who in Healthcare. In 2006, he was nominated to serve on the Department of Health & Human Services' Health Information Technology National Advisory Group.



Program Content

9:00-9:15 am	The Changing Environment
9:15-10:00 am	Hospital & IDN Organizational & Operational Drivers
10:00-11:00 am	Hospital Finance & Budgets
11:00-11:15 am	Break
11:15-12:00 pm	The Purchasing Process: The Players & Their Roles
12:00-1:00 pm	Lunch
1:00-2:15 pm	How to Think Like a CFO
2:15-3:00 pm	Selling to the C-Suite & the CEO
3:30-4:15 pm	Speaking the CFO's Language: How to Present the Business Case
4:15-4:45 pm	Legislative Update: What's Coming
4:45-5:00 pm	Lessons Learned & Re-Cap

Virtually every supplier will be forced to adapt their sales approach.

How Leading Suppliers are Responding...

"A good explanation of how decisions are made. Very helpful at identifying critical success factors."

— Ajay Asthana, Senior Business Analyst, IBM

"Very enjoyable. Great insights on customer viewpoints."

— Carl Morath, Group Manager Sun Microsystems

"The training was well done with good presentation and clear objectives. Good coverage and very applicable to my business."

— Rodney Day, Director, Lab Automation and Solutions, Bayer Diagnostics (now Siemens)

"Very worthwhile. With the benefit of Kotler's tools and training, we're able to do a better job of defending our price!"

— Hanjoon Ryu, SVP, Point of Care Business, Siemens Medical

Kotler's Sales Training Series

Our sales training programs are designed to help companies get a leg up on the competition. Our new and unique training programs:

- Are led by instructors that bring 20+ years of industry experience
- Feature industry-specific case studies and success stories
- Incorporate sales tools and methodologies tailored to the industry

For more information on this training program, or any of our services, call us at 1-202-331-0555, or visit us at www.kotlermarketing.com