

# Hospital Solutions™



## **How to build a stronger team of champions, advocates and users than your competition when selling in a hospital setting**

When a primary care or specialty representative gets promoted into hospital sales they are in for a rude awakening. Many of the selling behaviors that worked so well one-on-one simply don't cut it in the complex selling environment of a community or teaching hospital.

Many new hospital reps waste months trying to figure out what's going on in a hospital. And by the time they do, they are confronted with a formulary switch or competitive threat and are suddenly playing defense when they should have been proactive from day one.

**Hospital Solutions** is a powerful program from Quantum Learning that is designed to address the challenge of selling in a hospital setting. It gives your salespeople the three keys to achieving success in a hospital setting.

### **Key #1: Build a Stronger Team of Champions, Advocates and Users than the Competition.**

Unlike selling one-on-one to a physician, hospital selling is about building coalitions within and across departments inside the hospital to achieve your larger brand goals. **Hospital Solutions** will show your people how to create that "team" inside the hospital by identifying needs and barriers to change at the individual, unit, department and hospital level.

### **Key #2: Identify the Path of the Patient for Your Disease State and Indication.**

Hospitals are big places with many agendas operating at many levels. The key to simplifying that complexity is to identify the typical path of the patient from admit to discharge for your product indication. This radically simplifies your job and lets you focus on only those people and systems that "touch your patient type."

### **Key #3: Defeat Your Opponent, Not at the Level of Their Product, But at the Level of Their Strategy.**

Hospital selling is a strategic process with tactical programs designed to achieve your fundamental strategy. Many salespeople get lost detailing product and trying to win at the product level. But the key to success in hospital selling is to identify your primary competitor's strategy and defeat them at the level of their strategy not just their product. **Hospital Solutions** will show your salespeople how.

**Hospital Solutions** will show your salespeople how to:

- Identify the path of the patient for your product and indication so they can more efficiently target their time and energy on the people and processes that they need to influence.
- Identify all the key players who need to be on “their team.”
- Understand the change dynamics inside the hospital as a whole so that when they propose something in department X it will not have a negative impact on department Y and therefore create barriers to change.
- Identify their primary competitor’s strategy and create an effective solution to defeat their opponent at the level of their strategy not just their product.

### **A one-day workshop tailored to your clinical, market and competitive setting**

**Hospital Solutions** is delivered as a one-day workshop led by your certified managers or trainers, or our experienced trainers. We tailor the content and application of **Hospital Solutions** directly to your products, your competitors and your reimbursement dynamic so that the content is fresh, directly relevant and exciting.

### **Adult learning, easy to deliver**

**Hospital Solutions** is fun to deliver, fast paced and very interactive. **Hospital Solutions** is focused on immediate application and is customized to your clinical, marketing and competitive environment.

### **Getting your managers up to speed, pull-through and sustainability**

We recommend that managers also participate in the **Hospital Solutions** program so they can coach and pull through the new skills and behaviors. To that end, we have a broad variety of options, both distance- and classroom-based.

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## Time & Event Outline: 1-day Workshop

Objectives	Run Time	Section/Content
<p>1. Learn to think strategically about the hospital as a whole and the larger changes you want to accomplish at the individual, department, unit and hospital level.</p> <p>2. Identify the path of the patient for your product and indication so you can more effectively target your time and energy on the people and processes that you need to influence.</p> <p>3. Identify all the key players who need to be on "your team."</p> <p>4. Understand the change dynamics inside the hospital as a whole so when you propose a change in department X it will not have a negative impact on department Y and therefore create barriers to change.</p> <p>5. Identify your primary competitor's strategy and create an effective solution to defeat your opponent at the level of their strategy not just their product.</p>	15 mins	<p><b>Welcome/Introduction/Overview</b></p> <ul style="list-style-type: none"> <li>• Welcome</li> <li>• Introduce yourself</li> <li>• Review schedule</li> <li>• Define hospital selling</li> <li>• Read quote: "Either you control the playing field..."</li> <li>• Show "Controlling the Game" overhead and ask teams of 4 to 6 to identify what it looks and feels like when they are not in control vs. in control of the playing field.</li> <li>• Have teams present</li> </ul>
	5 mins	<p><b>Hospital Solutions™ The Process</b></p> <ul style="list-style-type: none"> <li>• Review the process</li> </ul>
	30 mins	<p><b>Defining the Outcome</b></p> <ul style="list-style-type: none"> <li>• See change from the customer's point of view</li> <li>• Review the A to B shift, transition cost as silent killer</li> <li>• Solution is incremental steps</li> <li>• Have group define their Global A to B shift, then think through who is impacted by the A to B shift</li> </ul>
	45 mins	<p><b>Know Your Competitor and Yourself</b></p> <ul style="list-style-type: none"> <li>• Introduce Sun Tzu and strategy</li> <li>• Review component 1 – Assets</li> <li>• Review component 2 – Liabilities</li> <li>• Show them how to analyze assets and liabilities as a prelude to strategy formulation</li> <li>• Break the group into teams of 4 to 6 and ask them to identify their assets and liabilities as well as those of one primary competitor and one secondary competitor on page 9 or use flip-charts</li> <li>• Give them 15 minutes to complete</li> <li>• Teams present for 5 minutes each</li> </ul>

Objectives	Run Time	Section/Content
	45 mins	<p><b>Choose Your Strategy</b></p> <ul style="list-style-type: none"> <li>• Review keys to developing an effective strategy</li> <li>• Define strategy: Opportunity Made Visible – Perceiving, Developing, Exploiting Opportunity</li> <li>• Review each of the five generic strategies in detail</li> </ul>
	60 mins	<p><b>Articulating Your Strategy</b></p> <ul style="list-style-type: none"> <li>• Skip the optional section “What do we need to deploy”</li> <li>• Divide the group into teams of 4 to 6 people (same teams as did the Assets/Liabilities exercise and have them identify the opponent’s strategy and A to B shift and develop their own strategy and revised A to B shift. Give 20 minutes.</li> <li>• Teams present for 5 minutes each – maximum 4 teams, 5 minutes each, no longer than 20 minutes total</li> </ul>
	40 mins	<p><b>Develop Your Team</b></p> <ul style="list-style-type: none"> <li>• Goal: create the strongest team</li> <li>• Review four areas of focus</li> <li>• Introduce the phases of team development</li> <li>• Review what makes a Dream Team</li> <li>• Ask the group to turn to page 20 and articulate a “Shared Outcome” in a single sentence and define the team’s “Priorities”</li> </ul>
	30 mins	<p><b>Creating the Dream Team</b></p> <ul style="list-style-type: none"> <li>• Define the kinds of players you want to recruit to “Your Team”</li> <li>• Review each type: Champion, Advocate, Supporter, User, Saboteur, Mole and Connector</li> <li>• Review who they should identify from the opponent’s team (if time permits, they could do this for one of their hospitals in the Sales Campaign Worksheet)</li> <li>• Review who must be on their team (if time permits, they could do this for the same hospital as above in their Sales Campaign Worksheet)</li> </ul>

Objectives	Run Time	Section/Content
	75 mins	<p><b>Develop Your Plan</b></p> <ul style="list-style-type: none"> <li>• Review where they are in the “Process”</li> <li>• Show the A to B shift overhead and remind them that the transition phase is the silent killer – especially when recruiting players for your team.</li> <li>• Show the Solution (baby steps) and remind the group to break their plan into baby steps that are “under the threshold of pain” for the other person</li> <li>• Ask the group to take out their Sales Campaign Worksheet and review each item briefly.</li> </ul>
	15 mins	<p><b>Implement and Communicate, Summary and Evaluations</b></p> <ul style="list-style-type: none"> <li>• Remind the group that implementation comes down to “who you talk to and what you say and ask”</li> <li>• Summarize the entire process</li> <li>• Close with the Göethe Quote</li> <li>• Hand out evaluations</li> </ul>