



DEFENDING PRICE™

Strengthening Negotiations with Healthcare Providers

SALES & MARKETING TECHNIQUES FOR SUPPLIERS OF:

- *Medical devices and equipment*
 - *Imaging equipment and solutions*
 - *Healthcare information management systems*
 - *Instruments and devices*
 - *Diagnostic testing and equipment*
 - *Hospital supplies and materials*
 - *Outsourced services*
 - *IT systems and solutions*
 - *Pharma & infusion therapies*
-

**defending
price**

WHY IS IT IMPORTANT TO DOCUMENT & DEMONSTRATE VALUE?

Suppliers to the healthcare industry face a challenging sales environment. Healthcare reform, industry consolidation and the shift to new payment models will pressure provider margins. As providers look for ways to contain costs, suppliers can expect to encounter greater pricing pressure.

In order to resist customer demands for discounts suppliers must be able to persuasively document the value they offer in monetary terms. Simply put, suppliers must learn to translate everything they do for customers into the language of dollars and cents. Doing so effectively requires them to understand and leverage key changes underway in today's healthcare industry:

- The increasing role of Value Analysis Committees;
- The shift to pay-for-performance and accountable care;
- The specifics of how P4P programs such as Medicare's VBP and SSP will impact reimbursement.

Documenting and demonstrating value is both challenging and rewarding. It is challenging because it involves quantifying benefit claims you want to make - claims that can touch on complex business and patient care management processes. But it is rewarding for the same reason. Meeting these challenges will give you a powerful competitive advantage over your rivals, as well as allow your company to defend, and improve, your price and bottom line.

That's why Kotler Marketing Group has developed an industry-specific program specifically designed to help suppliers build an economic business case for their offerings. Ample time is spent working with participants to document the value of their specific offerings.

Common Sales Challenges That Are Addressed

- Understanding how to quantify and measure value
- Providing clinical and economic justifications for your product or service
- Positioning supplier offerings against CMS initiatives such as Readmission Reduction, Value-Based Purchasing, and Shared Savings
- Avoiding exaggerated claims that undermine the credibility of your value case
- Effectively incorporating value analyses and findings into presentations, bids and proposals

Understand How to Quantify the Value of Benefits That Suppliers Typically Promote, Such as:

- Improving workflows
- Improving throughput and turnaround time (TAT)
- Improving patient outcomes
- Reducing downtime
- Improving productivity
- Reducing supply costs
- Improving accuracy and reliability
- Reducing infections and injuries
- Reducing re-admissions

BENEFITS OF THE PROGRAM:

- Designed specifically for suppliers in the health care industry
- Learn how to respond to customer demands for lower prices
- Review research conducted with Value Analysis Committees (VACs) on how they approach evaluation and sourcing decisions
- Hear about success stories from the health care supplier community
- Begin documenting the full value of your own products and services
- An opportunity to benchmark yourself against industry best practices

KEY REFORM INITIATIVES AND IMPLICATIONS FOR SUPPLIERS:

- Value-Based Purchasing
- Readmission Reduction
- Shared Savings (ACOs)
- Hospital Acquired Conditions (HACs)
- Bundled Payments

WHO HAS ATTENDED?

- 3M
- Abbott
- Accuvein
- B. Braun
- BASF
- BD
- Bayer
- Biomet
- BioReliance
- Biotronik
- Boston Scientific
- Cardinal
- Covidien
- Cyberonics
- Davol
- Draeger
- DuPont
- Exactech
- GE Healthcare
- Getinge
- Hitachi
- Hollister
- Hologic
- LabVantage
- LifeNet Health
- IBM Healthcare
- Instrumentation Labs
- J&J
- Karl Storz
- Leica
- MAQUET
- McKesson
- Medtronic
- OrthoSensor
- PETNET Solutions
- Pfizer
- Phillips
- QuadraMed
- Sage
- Shield Healthcare
- Siemens Healthcare
- Siemens Medical
- Sorin
- STERIS
- Stryker
- Sysmex
- Teleflex
- Thermo Fisher
- Tornier
- Toshiba Medical Imaging
- Varian Medical Systems
- Varta Medical
- Zeiss
- Zimmer Biomet
- Zoll

What You'll Get

Workshop participants will:

- Learn about industry best practices regarding value-based presentations, sales tools, and proposals
- Benefit from Kotler Marketing Group research with Value Analysis Committees (VACs) at leading IDNs and health systems.
- Develop a benefits framework for your products & services
- Draft a research agenda for documenting the value you offer customers
- Understand how to develop effective value-based sales & marketing collateral
- Learn how to overcome specific objections from VACs and Purchasing Organizations

Who Should Attend

This one day seminar is designed for:

- Sales & Marketing Executives
- Territory Managers and Account Reps
- Marketing and Product Managers
- Pricing Managers and Analysts
- Sales Support and Medical Affairs

The Presenter

The workshop is facilitated by the following instructor:

Tony Kotler has over twenty years experience in the healthcare industry. Much of this time has been spent working with suppliers - from medical device and consumables vendors to capital equipment and service providers - to better understand, measure, and communicate the value of their products, systems, and services. He has had articles and papers regarding value-based sales and marketing published in *BtoB*, *Marketing News*, and *Selling Power*. He has presented on the topic of value-based pricing at healthcare conferences, sales meetings, and trade shows. He is a co-author of several research reports and guides, including a current study with Value Analysis Committees (VACs) that examines how buyers evaluate purchase decisions in the healthcare, as well as how suppliers attempt to influence the purchase decision. He has trained dozens of leading suppliers to more effectively defend their price. Prior to joining Kotler Marketing, Tony held several sales and marketing positions with healthcare suppliers.

Program Content

8:00-9:00 am	Continental Breakfast
9:00-10:30 am	Building an Economic Business Case
10:30-10:45 am	Break
10:45-12:00 pm	In-Depth Review of Key Healthcare Reform Initiatives (e.g., VBP, RRP, HAC)
12:00-1:00 pm	Lunch
1:00-2:30 pm	Constructing a Benefits Framework for Your Offering
2:30-2:45 pm	Break
2:45-4:00 pm	Documenting Value: Benefit Formulas & Benchmark Data
4:00-4:45 pm	Objection Handling, VAC Packs, and Value Calculators
4:45-5:00 pm	Wrap Up

Every Supplier is Being Pressured to Reduce Their Price

A Call to Action...

"We need savings now more than ever." — CEO of large hospital chain

"All the prices are too damn high." — Gerard Anderson, Johns Hopkins School of Public Health

"Nonlabor (cost) is now getting a lot of attention because we squeezed everything we can out of the labor side," — Ed Hardin, vice president of supply chain management for Christus Health

How Leading Suppliers Are Responding...

"I enjoyed the program. I appreciated the fact that it is very industry-focused. The instructors clearly understand the challenges we face." — Doug Carrara, Director of Value Sales & Outcomes, BD

"Very worthwhile. The course was invaluable in teaching my team how important it now is to document the value we deliver in dollars and cents. The exercises and tools are industry-specific and hands-on. This is going to help us defend our price!" — Hanjoon Ryu, VP Marketing for the Americas, Siemens Healthcare

"Provides a good understanding for how one would thoroughly quantify the value of different benefits we promote. The ability to do so puts us in a much stronger negotiating position." — Bernard Girard, Business Development Manager, GE Healthcare

"Solid day of learning & interacting with peers. Very industry-focused." — Price Cleaver, Senior District Manager, Medtronic

"I particularly enjoyed the time spent on specific CMS reform initiatives." — Katie Mims, Clinical Affairs Manager

Suppliers can, and should, get credit for the value of their offering.

Fees

Registration fees are \$1,350 per person. Continental breakfast and lunch are included in all registrations. Payment must be made in the form of a wire transfer or credit card and must be received on or before the registration deadline.

Cancellations

Should you be unable to attend for any reason after registering, please inform Kotler Marketing Group within ten (10) business days of the program date, and you will receive a credit voucher for the full amount, or a full refund less a \$495.00 non-refundable deposit.

Call now to register: 1-202-331-0555

Click below to register online:

http://kotlermarketing.com/service_dptraining_healthcare.shtml

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