



# DEFENDING PRICE™

## Strengthening Negotiations with Healthcare Supply Chain & Purchasing

Now available  
in a virtual  
delivery format

### SALES & MARKETING TECHNIQUES FOR SUPPLIERS OF:

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- 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
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defending  
price

Suppliers to the healthcare industry today face a challenging sales environment. The ongoing effects of COVID-19, most notably staff shortages and lost revenue, have placed hospitals under significant financial strain. In response, hospital CEOs have tasked purchasing and supply-chain with ramping up supply cost reduction efforts and driving down overall spend.

To help medical device and equipment vendors defend their pricing and margins, and win new business, the Kotler Group offers a unique and highly acclaimed skill building program, designed specifically for healthcare sales and marketing personnel. For over 10 years device and equipment companies have relied on our training to help their sales and marketing teams sharpen their messaging and defend their price.

## CURRICULUM: TWO (2) DAY VIRTUAL PROGRAM

### DAY 1

#### Module I – Pricing Pressure: The New Normal for Healthcare Suppliers

- Hospitals feel the financial squeeze
  - COVID-19's lasting impact and other recent factors
  - Providers' shifting payer mix and other long term factors
- How hospitals have responded
  - A Two-pronged approach
  - Empower Value Analysis Committees (VACs) & Supply Chain
  - Understanding Supply Chain's purchasing playbook
- The definition of "value" for care providers
  - Triple & quadruple aim goals
  - Why different providers perceive value differently

#### Module II – How Leading Suppliers Are Responding with a Value-Based Approach

- The need to quantify value in economic terms
  - Translating features into clinical, operational, and financial impacts
- Adopting a more progressive sales approach
  - Three (3) sales tactics successful suppliers are using
  - The evolving role & responsibilities of the sales rep
- Exercise #1 – Getting Started: Constructing a Benefits Framework for Your Offering
  - Identifying points-of-difference (PoDs)

#### Module III – Quantifying the Value of Benefits Suppliers Often Promote

- OR efficiency and improved workflow (e.g., shorter procedure time)
  - Useful benchmarks
  - Hidden benefits of efficiency
  - The most common mistake supplier reps make in talking about OR efficiency
- Reduced complications & infections
  - Do providers really care about complications?
  - Complications covered by P4P programs
  - How providers evaluate clinical evidence
- Shorter length-of-stay (LoS)
  - The financial impacts of ICU LoS versus hospital LoS
  - Useful benchmarks
  - The most common mistake supplier reps make in talking about LoS
- Improved patient satisfaction
  - When, and when not, to quantify the intangible
- Exercise #2 – Where the Rubber Hits the Road: Quantifying Value
  - Translating unique features into a financial impact for care providers

### DAY 2

- Exercise #3 – Industry Case Study

#### Module IV – From Volume to Value: payment models as a source of leverage for suppliers

- Overview of the payment evolution in healthcare
  - From DRGs to Pay-for-Performance (P4P) to ACOs
  - Overview of the P4P programs
    - » Value-Based Purchasing (VBP)
    - » 30 Day Readmission Reduction Program (RRP)
    - » Hospital-Acquired Conditions Program (HACRP)
    - » Bundled Payment Models (BPCI)
- The emergence of Accountable Care Organizations (ACOs)
- Three (3) questions to ask your accounts about P4P
- Exercise #4: Identifying P4P Program Elements You Can Impact

#### Module V – Navigating Value Analysis Committees (VACs)

- How VACs are organized
- How these committees make decisions
- What VACs want from supplier reps
  - Do's & Don'ts for reps
- Three (3) questions to ask your accounts about their VAC

#### Module VI – Physicians' New Role in the Purchase Process

- Why physicians are key to VAC success
- The evolving physician compensation package
- Three (3) things you need to know about the docs you're calling on

#### Module VII – Managing the Negotiation with Supply Chain & Defending Your Price

- Objection handling
- The one concession reps should never make
- Five (5) sources of leverage for suppliers
- Three (3) steps you can take when supply chain/purchasing refuses to acknowledge your value
- Two (2) sales tools every sales rep needs

# WHO WE'VE TRAINED

Most leading suppliers have invested in our training. Past attendees among device, equipment, and consumable vendors include:

86

of the top  
100  
suppliers

23

of the top  
25  
suppliers

9

of the top  
10  
suppliers

- 3M
- GE Healthcare
- Abbott
- Getinge
- Accuvein
- Greiner Bio-One
- Allosource
- Hollister
- B.Braun
- Hologic
- Bayer
- LifeNet Health
- Biomet
- Instrumentation Labs
- Biotronik
- J&J
- Boston Scientific
- Karl Storz
- Cardinal
- Leica
- Coloplast
- MAQUET
- Covidien
- McKesson
- Cyberonics
- Medela
- Davol
- Medtronic
- Draeger
- Nonin
- DuPont
- OrthoSensor
- Ecolab
- PETNET Solutions
- Exactech
- Pfillips
- QuadraMed
- Sage
- Shield Healthcare
- Siemens Healthineers
- Sorin
- Stago
- STERIS
- Stryker
- Sysmex
- Teleflex
- Thermo Fisher
- Titan Spine
- Toshiba Medical Imaging
- Varian Medical Systems
- Varta Medical
- ZEISS
- Zimmer Biomet

# WHAT THEY SAY

*This is an awesome program. It's rare to see so many 'real' healthcare industry-specific examples. The cases & exercises really challenge your thinking.*

— **Jay Stracke, Senior Director of Global Clinical and Health Economic Marketing, Smiths Medical**

*Fantastic training! The content is specific to the medical device industry. A must for sales professionals looking to build their skill set. I definitely would recommend to others.*

— **Chad Meyers, Regional Business Director, Vapotherm**

*Excellent program & very relevant in today's market.*

— **Greg Payette, Director of Strategic Sales, Titan Spine**

*I've been to several sales and pricing-related programs but this course was by far the best.*

— **Steve Robertson, National Accounts Director, Exactech**

*A very good program which is full of practical information. Very industry-focused and the instructor provided a lot of personal attention and coaching. I highly recommend this workshop!*

— **Michelle Terrell, Product Marketing Manager, Inova Diagnostics**

*I learned a ton and will be able to put the strategies and tactics into practice immediately. Great job!*

— **Barry Middleton, VP Sales, Sage Products**

*Exactly what I hoped for and needed. Great content and actionable tools!*

— **Steve Phippen, Director of Corporate Accounts and Contracts, Ortho Development**

*Great presentation of current market hurdles and challenges and how to overcome them. I would definitely recommend this workshop!*

— **Lynn Oyler, Sr. Director of Service Sales, Siemens Healthineers**

*This workshop provided many new ideas and suggestions that I can apply to my negotiations with IDNs and national accounts.*

— **Michael Hobbs, IDN Sales Director, Greiner Bio-One**

*A very informative session. I appreciated the detailed explanation and supporting information on the pay-for-performance (P4P) programs CMS is rolling out. I can use this information immediately.*

— **Brian Lane, Director of Strategic Accounts, Medtronic**

# WHAT YOU'LL GET

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Workshop participants will:

- Learn to translate your product's unique features into compelling clinical, operational, and financial impacts.
- Understand the keys to effectively engage with hospital Value Analysis Committees (VACs).
- Hear about the latest progressive sales strategies and techniques that you can immediately leverage for a positive impact.
- Benefit from ongoing Kotler Group research with hospital VAC decision makers.
- Learn how to overcome specific objections from supply chain and purchasing departments.

## Who Should Attend

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

## The 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. He has presented on the topic of value-based pricing and sales strategy at healthcare conferences, sales meetings, and trade shows. He is co-author of a series of studies based on ongoing research with hospital Value Analysis participants, examining how they evaluate purchase decision, as well as their views on suppliers and interacting with sales reps. He has trained and consulted with dozens of leading device and equipment companies on how to effectively defend their price. Tony started his career in healthcare sales.

Interested in organizing a custom training for your sales team?  
Contact The Kotler Group at 202-331-0555 or by email [tkotler@kotlermarketing.com](mailto:tkotler@kotlermarketing.com)