



Our Knowledge, Network, and Passion in Healthcare Deliver Results

“Five Tips for Success”

IDN Summit Reverse Expo

As validated by attending IDNs, these guidelines are intended to drive the highest ROI for both the Provider and Supplier. The following presentation guideline provides a potential five minute format, increasing your ability to visit all selected IDNs in attendance:

1. Present 30 Second Overview of Supplier Solution
 - a. Supplier - Name & Title
 - b. Supplier – Company Name
 - c. Product Category
 - d. Describe Product, Service or Technology Solution
2. Create Dialogue – What Value Does Your Solution Bring to the Healthcare Market

Be prepared to align your solution with the IDN highest value needs:

- a. Increase Revenues – *how much will it increase hospital revenues?*
 - b. Reduce Costs (including price) – *how much lower is your price than “street price”?*
What other costs of ours will be reduced by using your product?
 - c. Better Terms – *Quantify the savings to us from your Terms versus the “street” terms?*
 - d. Improve Utilization – *How much savings will we see through improved utilization?*
 - e. Increase Efficiencies – *How much savings will we see through increased efficiencies?*
 - f. Standardization – *How much savings will we see through improved standardization?*
 - g. Eliminate Waste / “Green” – *Quantify the amount of waste eliminated and/or any Green effect?*
 - h. Ease of Conversion– *What is the cost of conversion to your product from a competitor’s product?*
 - i. Improve Employee Relations & Boost Morale – *How much will our employee relationships improve?*
 - j. Improve Patient Relations – *How much will our patient relationships improve?*
 - k. Improve Physician Relations – *How much will our physician relationships improve?*
 - l. Grow Profitable Market share – *How much market share growth (and in what area) will we experience?*
- ❖ IMPORTANT - Request from each Provider what are their three greatest value needs.
3. Supplier to present solution aligned to the three (3) “Highest Value” needs of the IDN.
 4. Questions for IDN Executive
 - a. Budget cycle
 - b. Budget availability for your solution
 - c. Competitive alternatives
 - d. Decision making process for your solution
 5. Request Next Step Recommendations