

## SALES PROGRAM ASSESSMENT | Maximize Performance and Results

Through successful partnerships with hundreds of healthcare organizations of all sizes nationwide, Tiller-Hewitt has developed the industry-leading process for assessing and implementing successful, strategic sales/outreach programs.

While most healthcare organizations have some type of sales/outreach program in place, very few have the structure, data or resources required to maximize their potential for strategic referral and revenue growth, and leakage mitigation.

**100%** of our assessments uncover substantial strategic revenue and growth opportunities.

### Which of these key-findings from our client assessments sound familiar?

- Lack of program structure or system for newly developed or growing outreach programs
- Lack of resource allocation for training and continued professional growth
- Inefficient customer and physician relationship management (CRM/PRM)
- Lack of quality marketing collaterals and referral tools
- Inability to measure program return on investment (ROI)
- Inconsistent call volumes
- Ineffective time and territory management
- Transactional vs. consultative needs-based relationships (Brochure drop-off vs. VALUE added interactions)
- Lack of leadership and medical staff engagement, support and accountability
- Lack of internal collaboration and communication

### Assessment Process

The assessment process is hands-on and differentiated by our experienced evaluation, focused on the following success indicators:

- Systematic and structured approach for sustained strategic growth
- Leadership and medical staff engagement, support and accountability
- Internal collaboration and communication
- Professional, best-practice training resources
- Outreach team competencies: Interviewing and shadowing liaisons in the field
- Quality marketing collaterals and referral tools
- Effective referral data availability and utilization
- Efficient and effective CRM/PRM
- Quality and quantity of call volumes
- Effective new provider outreach
- Development of consultative needs-based selling relationships

### Deliverables / Results

Upon completion of the current state assessment, and with consideration of national best practices, Tiller-Hewitt will recommend a focused, data-driven program that is structured to achieve measurable outcomes for a stronger ROI. Recommendations will include but not be limited to the following:

- Program system and structure:
- Manpower needs assessment and team complement recommendation
- Call cycle / cadence
- Territory management
- Division of labor; team roles and responsibilities
- Internal collaboration and communication plan
- Outreach Team training and education plan
- Provider referral data availability and utilization analysis
- Data and market intelligence reporting to leadership
- CRM workflow for improved ROI
- Roles related new provider onboarding and navigation for rapid ramp-up and long-term retention

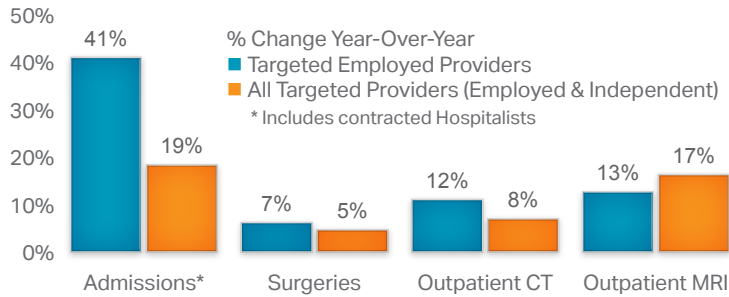
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For more information, please visit us online, call or email [info@tillerhewitt.com](mailto:info@tillerhewitt.com).

## SALES PROGRAM ASSESSMENT | Maximize Performance and Results

### Regional Hospital Network - 7 Hospitals

#### First-Year Growth in All Targeted Areas



#### Reduced LOS



# 38%

Decrease in Length of Stay for Specialty Hospital Referrals

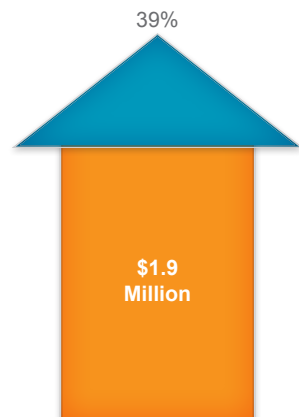
#### More Efficient Operating Room

- Faster Robotic Turnover Time - Improved 18%
- On-time Operating Room Starts - Increased 20%
- Nine Out of 10 Surgeries Underway Within 15 Minutes of Scheduled Start

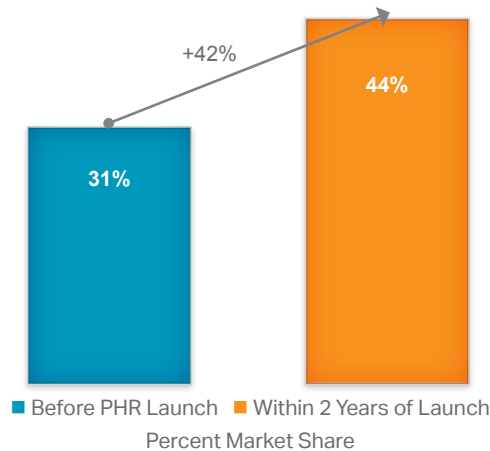


### Small Community Hospital

#### First-Year Incremental Revenue Gain



#### Rapid Market Share Growth



### CEOs Say It Best

"Tiller-Hewitt's program works. Quote me!"

Integrated Health System, MidAtlantic

"You gave us a jump start for early success, focusing us on the right initiatives and data."

Regional Medical Center, MidSouth

"Tiller-Hewitt helped us onboard and retain A-Team providers."

Hospital-Physician Network, NorthWest

"You solved operational barriers, and built credibility with referring physicians."

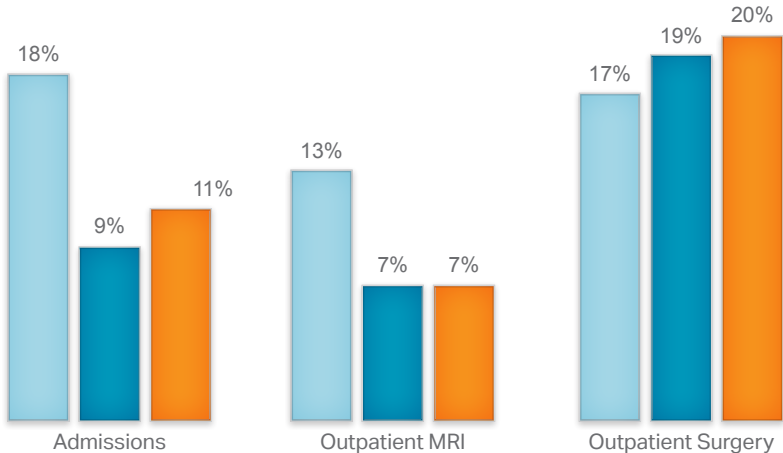
Multi-Hospital System, NorthEast

"It makes me wonder how we operated without your program before."

Regional Health System, Midwest

### Regional Health Network - 3 Hospitals

#### First Year Growth Results



In the first year, the largest network hospital met or exceeded Tiller-Hewitt's already strong average growth rates.

- Tiller-Hewitt Avg.: <200 Beds
- Tiller-Hewitt Avg.: >200 Beds
- Results: Regional Medical Center

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