



EARN YOUR FAST PASS FROM THE GATEKEEPER

9 Tips to Make it 99% Easier

**1** Don't just say "I'm just stopping by to check on you."  
**Be Prepared!**  
Complete your pre-call plan. Use timely data and relevant information to deliver a value-added message.

**3** Don't "show up and throw up" with a rapid-fire sales pitch.  
**Build a Relationship!**  
Engage the receptionist in conversation to learn "what's in it for them!" WIIFM!

**5** Don't always travel alone.  
**Ride-Alongs Work!**  
Bring administrators, department directors, specialists and other providers with you.

**7** Don't just TELL them about something.  
**Show Them!**  
Use visual aids as much as possible. Make sure they can see what you're pointing to.

**9** Don't leave your card thinking your message will be delivered suitably.  
**Own Your Message!**  
Ask them to let the provider know you are here to deliver information from the CEO directly to him or her.

Don't push in front of a patient to talk with the receptionist.  
**Wait Your Turn!**  
Patients' needs come first. Step away if a patient approaches the reception area.

Don't appear without facility identification.  
**Differentiate Yourself!**  
A badge that says "administration" identifies your elevated role and separates you from "reps."

Don't assume they know who you are or where you are from.  
**Present Your Card!**  
Present your business card FIRST, until they address you by name as you walk in the door.

Don't overstay your welcome.  
**Be Aware!**  
Know that you're taking time from their busy day. Watch body language to know when it's time to go.

**! BEWARE !**  
These Tips Work!  
**PREPARE**  
Your Pre-Call Plan is Essential to Earning - and Keeping - Fast Pass Access to the Provider.

Contact us to learn how our **Physician-Hospital Relations** program and **Liaison** training resources drive strategic revenue and market share growth!