



MAKEitMATTER

9 TIPS TO MAKE IT 99% EASIER TO GET PAST THE GATEKEEPER

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MEET YOUR PRESENTERS



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TILLER-HEWITT TEAM

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 Professional Outreach and Physician Relations & Retention

- Team with 50+ Years Experience in Physician Liaison/Practice Management
- Nationwide Practice Scope
- Healthcare and Private Sector Leadership Experience
 - Physician Mentor/Coach
 - LEAN Six Sigma Advisor
 - Myers-Briggs Facilitator
 - Health & Wellness Coach



TILLER-HEWITT SIGNATURE PROGRAMS

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- Business Development
- Liaison/Outreach Program Launch & Relaunch
- Liaison Training & Recruitment
- Lean Process Improvement

strategyPLUS+
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 Strategic Plan Implementation
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MAKEitMATTER
 Corporate Sales Training
 Sales Effectiveness
 Tools, Techniques & Training

MAKEYouMATTER
 Leadership Coaching
 Professional Development
 Personal Wellness

ONE LITTLE WORD THAT CAN RUIN YOUR DAY!



GATEKEEPERS PROTECT THE PROVIDERS' TIME:

IT'S THEIR JOB!

Ain't no way...
Ain't no how!



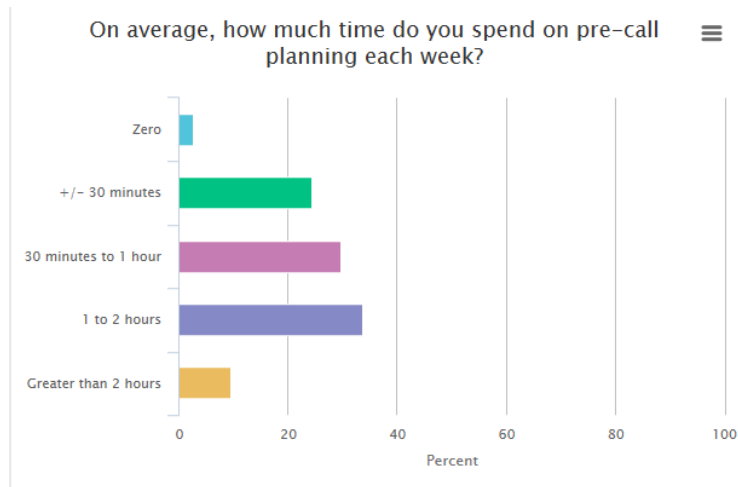
TODAY'S RECEPTIONIST MAY BE...



...TOMORROW'S DECISION MAKER!

AUDIENCE POLL PRE-CALL PLANNING





OVERCOMING OBJECTIONS THESE 4 STEPS WORK FOR ANY OBJECTION



THE GOOD NEWS

- Objections help set you up for success in the long-run.
 - Know your NO:YES Ratio?
 - Make it a competition!
- Objections give you the opportunity to:
 - Know your gatekeeper
 - Implement the KYS Method



THE ULTIMATE TEST



- What have you done to prepare for your sales call?
- What do you know about your competition?
- What strengths can you focus on?
- What are the weaknesses that YOU can address sooner rather than later?

PRE-CALL PLAN

✓ P6

Proper Prior Preparation

Prevents Poor Performance

YOUR JOB IS TO EARN ACCESS



WHO ARE THE “GATEKEEPERS?”



Receptionist/Front Office



Office Manager



Nurse/Medical Assistant

OBJECTIVES AT EACH GATEKEEPER

- ✓ Get to the decision maker and/or provider.
- ✓ Prove value
- ✓ Never be told “NO” again!



Receptionist
Front Office



Office
Manager



Nurse /
Medical
Assistant

DANGER
THESE RESPONSES WORK!!



DO NOT USE UNLESS
YOU ARE PREPARED!



YOUR MISSION

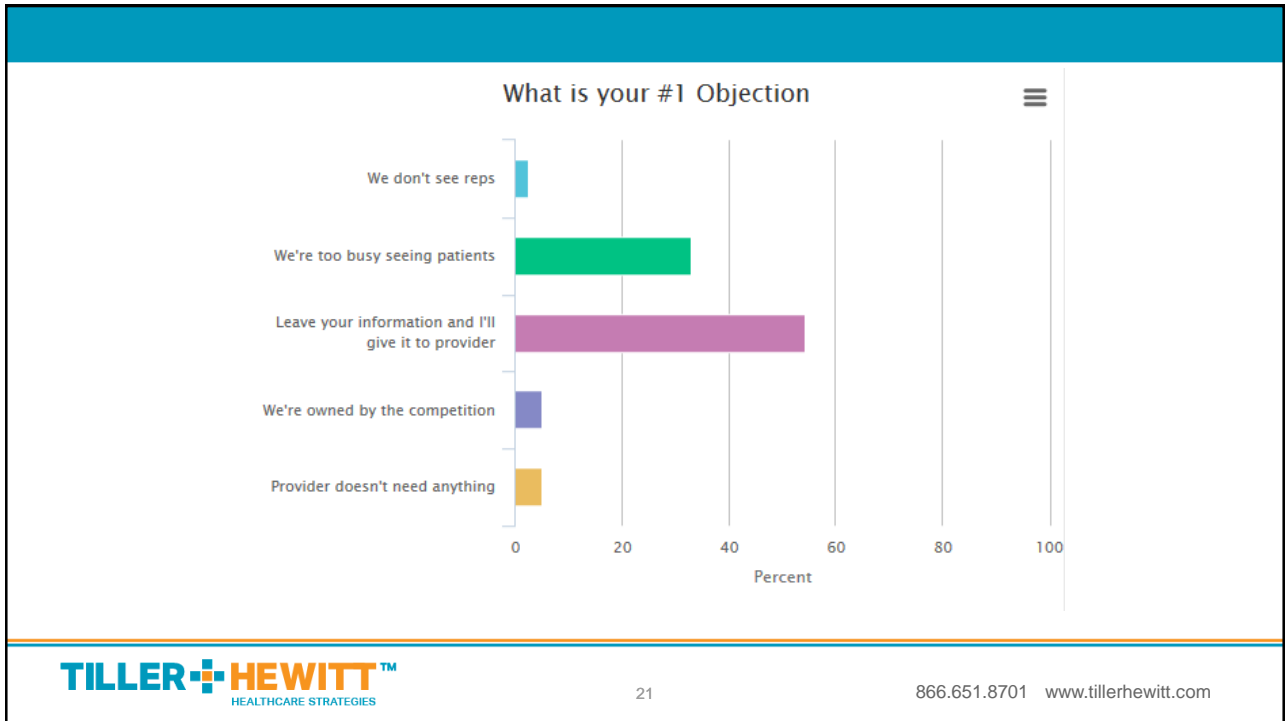
SHOULD YOU CHOOSE TO ACCEPT IT...



- ✓ Sample Health System
 - ✓ Sample Community Hospital
 - ✓ Leslie Leader, CEO
- ✓ Dr. Healer
 - ✓ Rick Reception
 - ✓ Maureen Manager
 - ✓ Nicole Nurse

AUDIENCE POLL #1 OBJECTION





SET 1: RECEPTIONIST/FRONT OFFICE OBJECTIONS

We don't see reps.

Dr. Healer is too busy with patients.

See that scheduling book over there....?

Receptionist/Front Office

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We don't see reps.

- ✓ "I understand, **I'm not a Rep.**"
- ✓ "Leslie Leader, CEO of Sample Hospital, asked me to come by to meet with Dr. Healer."
- ✓ "I'm from Administration at Sample Health System."
- ✓ I wanted to talk to, or schedule a time to meet, with Dr. Healer to share what we're doing related to: _____



Dr. Healer is too busy with patients.

- ✓ Give receptionist your card and ask that he inform Dr. Healer that the CEO sent you.
- ✓ "I know you all have a very tight schedule, I will be brief so he can get back to seeing patients."

WARNING: THIS WORKS
You had better deliver the value.
DO NOT drop off a flyer.



You have to schedule lunch (for the entire office).

See the scheduling book? It has menus from our favorite restaurants.

- ✓ "I don't usually do lunches."
- ✓ "I have a very specific piece of information/question for Dr. Healer that doesn't call for an entire staff luncheon/presentation."
- ✓ "In fact, I'll only need a few moments of his time."

SET 2: OFFICE MANAGER OBJECTIONS

Leave your information with me and I'll go over it with the doctor.

We are owned by Holy Competition Health System.

We can't take time out of the schedule for your visits.



Office Manager



Leave your information with me, and I'll go over it with the doctor.

- ✓ You don't want anyone to deliver your message – if anything can be delivered via a brochure or pass-through, you're not prepared with enough value!
- ✓ Anticipate (via pre-call plan) this Maureen Manager's expectation – have a packet prepared specifically for her.
- ✓ Then explain: "I still have a piece of information that Leslie Leader, CEO at Sample Hospital asked that I deliver directly to Dr. Healer."



We are owned by Holy Competition Health System.

- ✓ Acknowledge proactively that you're aware of their employment or ownership status and be prepared to explain many scenarios that may warrant using your facilities.
- ✓ Bring awareness to opportunities where circumstance/locations may make it more convenient for their patients:
 - A niche service (like pre-certification)
 - Specialty/service-line they don't provide
 - Extended hours
 - If their equipment should ever be out of service or at capacity



We can't take time out of the schedule for your visits.

- ✓ This is an indication they do not see the value you're bringing, or you took too long and lost your privileges in this office.
 - No value in past: Not enough preparation and WIIFT.
 - Too long in past: Haven't conveyed or proven you value everyone's time in the office.
- ✓ Respond: "I have a very important piece of information to share with Dr. Healer, and the I will be out. I won't chit-chat."
- ✓ As you demonstrate value, many times the provider will keep you longer.
 - You **MUST** be respectful. Keep to only the time you've promised the gatekeeper.
 - Schedule a continued time with the provider for later.
 - The staff and provider will respect you in the long-run, and it will provide future pay off and access for you.

SET 3: NURSE/MEDICAL ASSISTANT OBJECTIONS

Dr. Healer doesn't have time to see you...No way you will see him today.

Dr. Healer doesn't need anything.

Dr. Healer doesn't use your facility.



Nurse/Medical Assistant



Dr. Healer doesn't have time to see you... No way you will see him today.

- ✓ "I just have one thing to share with Dr. Healer, and Leslie Leader, CEO at Sample Health System, sent me to speak with Dr. Healer directly. May I come back tomorrow at 3pm?"
- ✓ Have a note card and ask the nurse to please give it to the doctor and tell him you'll be back, or Dr. Healer can call your cell phone before that.



Dr. Healer doesn't need anything.

- ✓ "That's great – we actually have some information pertinent (based on feedback) to Dr. Healer."
- ✓ "I have information for both you and Dr. Healer..."



Dr. Healer doesn't use your facility

- ✓ You should know this before you get there!!
- ✓ "That is exactly why I'm here. Our leadership, process, access, service-lines, etc. have changed, and that is what I want to discuss with Dr. Healer."

FIRE

READY

AIM



How prepared are you to earn?



- ✓ Internal Training/Collaboration
 - ✓ Aligned goals
- ✓ Path of Least Resistance
 - ✓ Lean Process
- ✓ Pre-Call Planning
 - ✓ P6



THE LIAISON'S BIGGEST FEARS

Being considered an interruption!



Earning credibility back, once you've lost it!



RULES TO LIVE BY:



Attorney Rule #1: No Surprises

- Never ask a question you don't know the answer to.
- Be prepared with YES, MAYBE or NO (cost, access, good/bad/ugly etc.)



Boy Scout Rule #1/Motto: Be Prepared

- Anticipate the same or similar objection at each step.
- Be ready and armed with information that is valuable for each person you encounter.
- After you've demonstrated value – repeat the ask.



9 Tips to Make it 99% Easier



TIP #1



Don't:
Say "I'm just stopping by to check on you."



Be Prepared!

Complete your pre-call planning process using timely data and/or relevant information so you can deliver a value-added message.



TIP #2



Don't:
Push in front of a patient to talk with the receptionist.



Wait Your Turn!

Recognize that patients' needs come first and step away if a patient approaches the reception area.



TIP #3



Don't:
"Show up and throw up" on the receptionist with a rapid-fire sales pitch.



Build a Relationship!
Engage the receptionist in conversation to learn "what's in it for them!"
WIIFM!



TIP #4



Don't:
Appear without facility identification.



Differentiate Yourself!
A badge that says "administration" identifies your elevated role and separates you from "reps."



TIP #5



Don't:
Always travel alone.



Ride-Alongs Work!
Bring administrators,
department directors,
specialists, and other providers
with you.



TIP #6



Don't:
Assume they know who you
are or where you are from.



Present Your Card!
Hand your business card to
the gatekeeper, **FIRST**, until
they address you by name as
you walk in the door.



TIP #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.)



TIP #8



Don't:
Overstay your welcome.



Be Aware!
Know that you're taking time from a gatekeeper's busy day. Watch body language to know when it's time to go.



TIP #9



Don't: Simply leave your card for the provider and think your message will be delivered suitably.



Own Your Message!

Ask the gatekeeper to hand the provider your card to let them know you have information directly from leadership to share with the provider today.



FINAL TIP To REMEMBER

**YOUR SMILE
IS YOUR LOGO. YOUR
PERSONALITY
IS YOUR BUSINESS
CARD. HOW YOU
LEAVE OTHERS
FEELING AFTER AN
EXPERIENCE WITH YOU
BECOMES YOUR
TRADEMARK.**

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