

SALES PROGRAM ASSESSMENT | Maximize Performance and Results

Unstructured/Disorganized Sales Efforts are Common and Costly

While most healthcare organizations have some type of sales/outreach program in place, the majority are not functioning at the level necessary to maximize strategic referral and revenue growth. Very few sales/outreach programs have the structure, data or resources required for success.

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

- Lack of accountability
- Inability to measure program ROI
- Lack of structure and support for outreach team
- High provider turnover
- Inconsistent onboarding and navigation for providers and their families
- Lack of integration and alignment with strategic initiatives and service-line operations
- Lack of timely and relevant provider referral data
- Lack of issue resolution process and follow-through
- Inconsistent call volumes
- Poor time and territory management
- Poor documentation and reporting
- Transactional vs. consultative selling relationships (Brochure drop-off vs. VALUE added interaction)

100% of our assessments uncover substantial revenue growth opportunities.

Assessment Process

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. The measurable results bring a long-term competitive advantage by building data-driven sales/outreach programs that systematically increase strategic referrals and revenue.

Our assessment process is differentiated by our experienced evaluation, focused on the following success indicators:

- Strategic Focus on Growth
- Stakeholder Involvement: Leadership and Providers
- Referral Data Availability and Utilization
- Program Structure and Internal Collaboration
- Call Tracking System and Effectiveness
- Market Challenges/Opportunities
- Outreach Team Competencies: Interview and Shadow Liaisons in the Field
- Marketing Collaterals and Referral Tools
- Patient and Provider Access to Key Service Lines

Deliverables / Results

Our assessment report and recommendations reveal and prioritize the steps necessary to build a data-driven sales/outreach program that will systematically increase strategic referrals and revenue focused on.

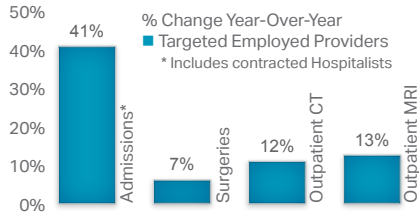
- Increased Efficiency and Throughput
- Improved Access
- Rapid Ramp-up of New Providers
- Effective Onboarding and Navigation
- Improved Physician Satisfaction and Retention
- Improved Operating Room Start-time
- Internal Collaboration
- Reduced Length of Stay
- Long-term Provider Retention

Check out the results and testimonials from our clients.

SALES PROGRAM | Performance and Results

Regional Hospital Network 7 Hospitals

First Year Strategic Growth in All Targeted Areas



Reduced LOS



38%

Decrease in Length of Stay for Specialty Hospital Referrals

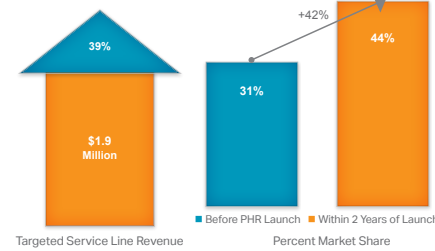
More Efficient Operating Room

- 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



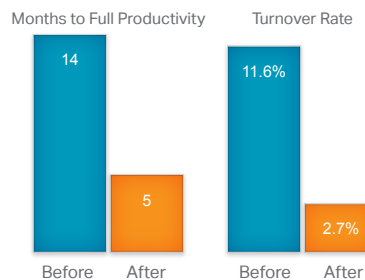
Rural Hospital

First Year Program Incremental Revenue Gain



Children's Hospital

Onboarding & Navigation Program Implementation Results



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

National Health System +50 Hospitals

45

HOSPITAL & NETWORK PHYSICIAN HOSPITAL RELATIONS COUNCILS LAUNCHED = RETENTION
Core of provider onboarding team for faster ramp-up and long-term retention

145

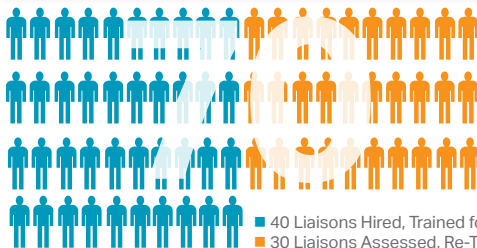
LEAN GROWTH TEAMS IN KEY STRATEGIC SERVICE LINES
Six Sigma Lean process, laser-focused Growth Teams and Service Line Sales Blitzes

117,646

FACE TO FACE SALES CALLS
On targeted providers

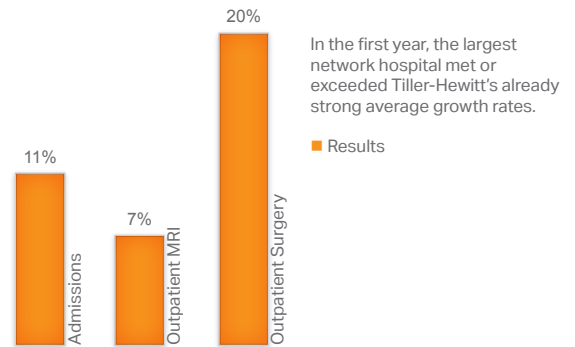
41,523

PROVIDER ACCESS & SERVICE ISSUES RESOLVED
Value delivered through liaison training and relationship building



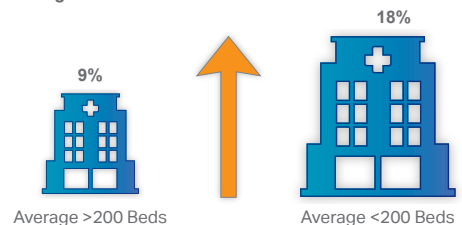
Regional Health Network - 3 Hospitals

First Year Strategic Growth Results



First Year Strategic Growth Results - Health Network Average

Increased Strategic Admissions



For more information, please visit us online, call or email info@tillerhewitt.com.