

Healthcare Growth Strategies That Work

Tiller-Hewitt partners with healthcare organizations to consistently deliver strategic growth and measurable results.



What We Deliver

Strategic
Growth

Physician Ramp-up
& Retention

Business
Development

PRM
Platform

Training
& Education

GrowthStrategies⁺

ASSESSMENT, DEVELOPMENT & IMPLEMENTATION

Hospitals⁺ Healthcare Systems⁺ Physician Organizations

Operational Strategic Growth Readiness Assessments – Strategic Growth Planning – Lean Process Improvement
Service Line & Specialty Growth Development & Implementation
Network Optimization – Physician Engagement/Integration – Care Consolidation



PhysicianIntegration⁺

RAPID RAMP UP & LONG-TERM RETENTION

Physician & APP Integration

Robust Onboarding/Navigation

Mentorship Program

Family/Community Integration

LiaisonProgram⁺

ASSESSMENT, DEVELOPMENT & IMPLEMENTATION

Business Development & Physician Liaison

- Program Assessment
- Program Redevelopment
- Program Development & Implementation
- Corporate & Public Training Programs

LiaisonTraining⁺

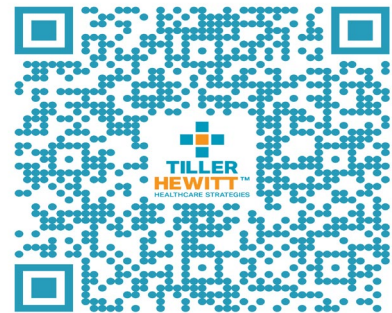
ON-SITE & VIRTUAL CONSULTATIVE SALES

LeaderTraining⁺

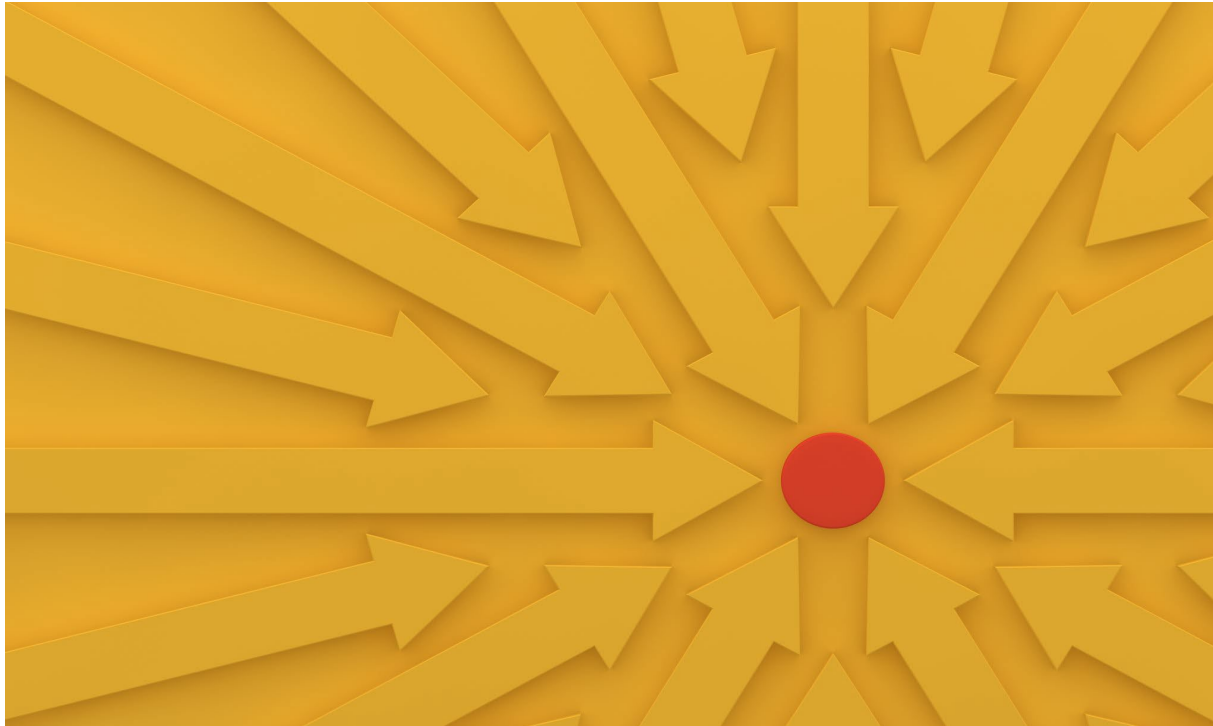
A COURSE THAT WILL DIFFERENTIATE YOU

TrackerPLUS⁺

INTELLIGENCE & PRM PLATFORM



STRATEGY • SALES • GROWTH • EXECUTION



5+5 WAYS
SUPERSTAR LIAISONS
CAN
DIFFERENTIATE THEMSELVES
PROFESSIONALLY & PERSONALLY





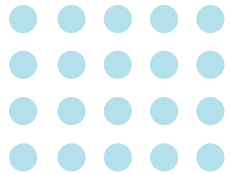
5 Ways to Differentiate



1. PREPARATION - PREPARATION

The GREAT Differentiator!

- ❖ P6 – Proper Prior Preparation Prevents Poor Performance
- ❖ Starting with Pre-call Planning (Best Practice inside PRM)
- ❖ Most Time Spent **HERE!**
- ❖ Calculation Your Prep Time / Call Goals
- ❖ Download Tiller-Hewitt Pre-Call Plan – QR Code



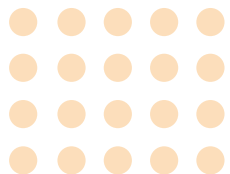


5 Ways to Differentiate

2. BE STRATEGIC & DATA-DRIVEN

Not All Business Is Good Business

- ❖ Let Data Tell You A Story
- ❖ Pre: Directs Efforts
- ❖ During: Quick Response System
- ❖ After: Measures Results
- ❖ Always: Communicate & Collaborate



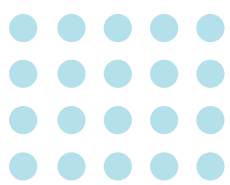


5 Ways to Differentiate

3. ASK SMART QUESTIONS

Be the Master Asker!

- ❖ The Key to Selling is NOT TELLING... Its Asking Smart Q's
- ❖ Ask Smart Questions – Look Smart...Yut
- ❖ Preparation Does Most of the Work
- ❖ **ASK FOR BUSINESS** - P6



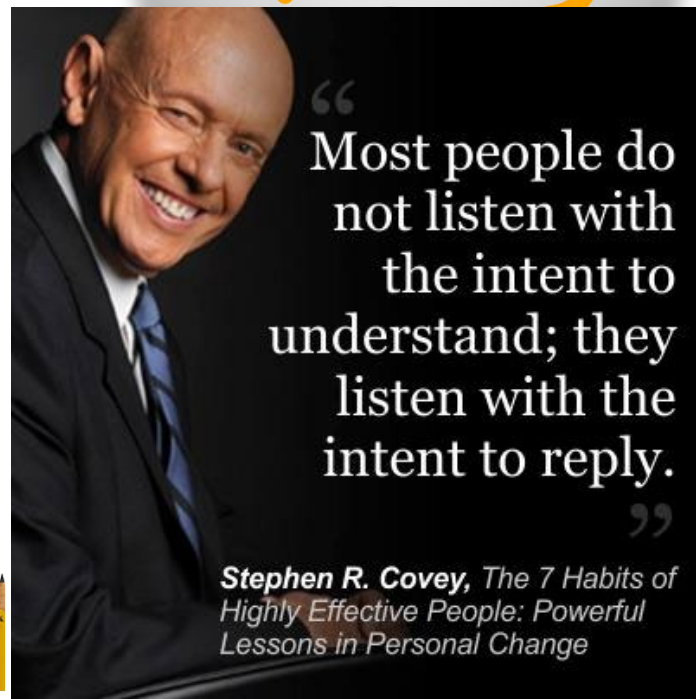
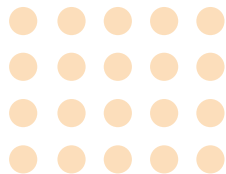


5 Ways to Differentiate

4. LISTEN & TAKE NOTES

Master the Art of Listening

- ❖ Preparation Makes Listening Easier
- ❖ Short Pencil > Longest Memory
- ❖ Hearing vs. Listening
- ❖ Listening Exercise



- Who remembered **SPOON**?
Primacy - we are good at remembering the first item in the list.
- Who remembered **CAR**?
Recency - we are likely to remember the most recent word heard; i.e. the last one in the list.
- Who remembered **CHAIR**?
Repetition - it was **repeated** three times in the list.
- Who remembered **SCORPION**?
Surprise - this word because it stood out from the rest of the list. An unusual word makes it easy to remember in comparison with a bunch of other general words you just heard.
- Who remembered **TABLE**?”
False Memory - **Table** was NOT in the list, but you might have believed that it was because there were several related words such as “chair”, “dinner”, “spoon”, and “plate” which triggered an association with “table” and led to a false memory.



5 Ways to Differentiate

4. DELIVER VALUE *EVERY. SINGLE. TIME.*

THINK WHAT'S IN IT FOR THEM (WIIFT)

- ❖ When Value is at Your Door...
- ❖ Transactional vs. Consultative Needs-Based Relationships
- ❖ Elevates Your Role – Relationships - Results
- ❖ Self Check - Review Your Last Field Report

MakeItMatter

SALES TRAINING PROGRAM

POWERED BY TILLER-HEWITT HEALTHCARE STRATEGIES



MAKEYouMATTER
POWERED BY TILLER-HEWITT HEALTHCARE STRATEGIES

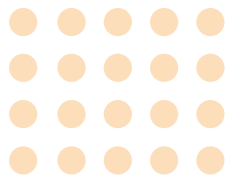


5 Ways to Differentiate

5. YOU DON'T NEED A TITLE TO LEAD

Bird's Eye View – Use it Wisely

- ❖ Influence over Authority
- ❖ Authority is not the same as Power
- ❖ Being Strategic over Jockeying for Advancement
- ❖ Relationships Trump
- ❖ Communication is Mission Critical





**5 WAYS
TO
DIFFERENTIATE YOU**

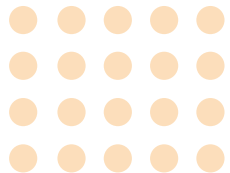


5 Ways to Differentiate YOU

1. BE *THE* MOST POSITIVE PERSON YOU KNOW

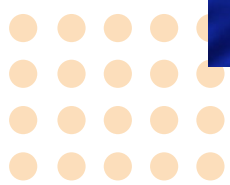
Always Look for the Good

- ❖ Be Contagious – Model the Way
- ❖ Fail Forward – Lessons from Amazon
- ❖ Be the Pencil in God's Hand ~ Mother Teresa
- ❖ Be Curious Before Being Critical/Judgmental





5 Ways to Differentiate YOU



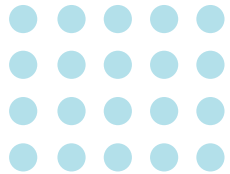


5 Ways to Differentiate YOU

2. CREATE YOUR PERSONAL BRAND

How You Want Others To Describe You

- ❖ Your Promise - Good TO Great Brand
- ❖ Your Values – Your Reputation
- ❖ How You Communicate
- ❖ How Your make People Feel



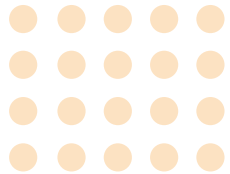
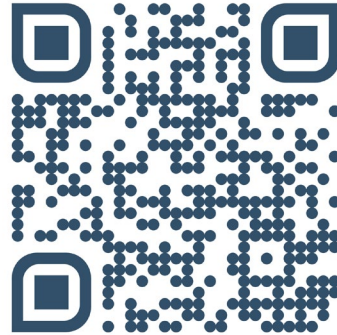


5 Ways to Differentiate YOU

3. DISCOVER & USE YOUR STRENGTHS

An Activity that Makes Your Feel Strong

- ❖ Research Shows
- ❖ Most Common Strength Answer IS...
- ❖ Why Clarity Is Key
- ❖ A Strength – Makes **YOU** Feel Strong!



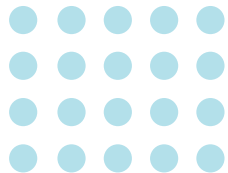


5 Ways to Differentiate YOU

4. NEVER STOP LEARNING

Green and Growing *or* Ripe and Rotting

- ❖ It's up to YOU!
- ❖ Stop Learning – Start Dying ~ Einstein
- ❖ Live as if you were to die tomorrow. Learn as if you were to live forever ~ Gandhi
- ❖ Invest in Yourself! Time and Money





5 Ways to Differentiate YOU

5. LEAVE A LEGACY

Good – Bad - None

- ❖ Don't Do *IT* Alone – Enlist a Pit Crew
- ❖ Be Humble ...
- ❖ Be *Intentional* – starting today

***Humility is not thinking less of yourself
It's thinking of yourself less*** ~ CS Lewis



5+5

**THE CHOICE IS YOURS!
DIFFERENTIATE YOURSELF!
THANK YOU!**



Let's Connect!

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