

Hospice & Palliative Care 8-week Sales Training Course

Class Three: Value Propositions, Value-Added Opening

Hospice & Palliative Care Sales Worksheet and Homework

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Week Three Agenda:

Value Propositions

- What is a Value Proposition?
- Crafting Targeted Value Propositions
- Value-Added Opening
- Weaving Your Value Proposition into Every Conversation
- Measuring Success
- Homework assignment for the week

How to Access the Healthcare Strategica Sales Academy and the Sales Resource Vault and Learning Library

- 1) Use your individual log-in which allows your access to the resources in the Academy:

8-week Hospice & Palliative Care Sales
Training Course

Sales Resource Vault and Learning Library:

- Short videos
 - Articles
 - Tools
 - Guides
 - Research
 - And more...
- 2) You will receive a reminder email each week to let you know that your next weekly class is available for your review.
 - 3) You may access these resources on your computer, laptop, tablet or mobile device.
 - 4) You may go back and review any previous course or resource.
 - 5) Each week you will have homework to complete in the intervening week. Most weeks it is to use the skills learned in the week's class. Using the weekly class survey you will be able to demonstrate you completed the homework.
 - 6) Following each week's class you will be asked to complete a quiz of your understanding.
 - 7) And you have the ability to ask any questions you may have as well as access the FAQ database.

Send any other questions or comments to:
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Hospice & Palliative Care Sales Process:



Steps in the Hospice Sales Process:

- **Value Proposition – at the core of the sales process is your value proposition(s)**
- Time and Territory Management – to be effective you must manage time, geography, rating of accounts and frequency.
- Targeting – you cannot be all things to all people. You must prioritize your time to spend on the best opportunities at all times. In the right accounts, talking to the right people.
- Ask Intelligent Questions – at the core of all great sales processes is needs assessment. There are two types of questions – qualifying and probing.
- Present Solutions and Gain Commitment – once you have determined the account's problems, challenges and frustrations, you are able to present your solution to their stated problems and ask them to use it. Closing becomes very easy when you use this approach.
- Handling Objections – you get objections when you are asking people to make a commitment. If you are not getting objections, you are not asking for their commitment. If you are able to handle the top 5-6 objections you will be set 90% of the time.

Homework Assignment (from last week): List 10 strengths of My Hospice & Palliative Care Program.

Examples:

1. Same day admissions
2. Palliative trained and certified medical director
3. Vigil program
4. Volunteers that are able to spend extra time with patients
5. Music therapy program
6. Holistic approach to hospice care
7. Children's bereavement camp program
8. Bereavement groups for all types of family members – faith based, age groups, disease specific
9. Meet with pt./family within 2 hrs.
10. Evening / weekend admissions

Never forget this concept

“It’s about Them, Not about Us!”

Features Tell – Benefits Sell!

The example strengths (prior slide) are ALL features.

Benefits provide:

- What’s in it for them (the person you are speaking with)?
- Why should they talk further with you?
- Why should they refer to your hospice or palliative care program?

Value Proposition

At the center of the sales process

- Weave your value proposition into every conversation
- Learn to say, “What this means to you is...”
- Be sure to speak in terms they use – example: In SNFs and ALFs they have residents, not patients.

Hospice Value Propositions

Hospice provides:

- Pain management and relief
- Comfort for patients
- Dignity for patients and families
- Reduced anxiety and stress for patients and families
- Family opportunity to be family and not caregivers
- Reduced unnecessary hospitalizations and re-hospitalizations

Palliative Care Value Propositions

- Provides a care solution for those patients who do not yet qualify for hospice or are not ready to make a hospice election but have higher acuity care needs.
- Pain management
- Reduced re-hospitalizations
- Avoid un-necessary hospitalizations
- Eyes and ears in the patient’s residence
- Lower cost and higher quality outcomes

Developing Your Value Proposition

As a sales professional your referral partners want to:

- Save time
- Make their job easier
- Make them look good
- Have you as an important resource

Perception is the only thing that matters!

Referral Partners want a Hospice Program that is:

- Fast to respond, has great communication – they can count on you
- Dependable, Consistent, Accountable and Available – they can count on you
- Experts in hospice and palliative care – they can count on you
- Create positive patient and family satisfaction scores – they can count on you

Perception is the only thing that matters!

Service Level Promises:

- Why do they want you there fast?
 - What is your service level promise?
- Why do they want to know when the patient has passed?
 - What is your service level promise?

Hospital Challenges:

- Length of Stay
- Readmissions
- Mortality rate
- Quality Outcomes
- Patient Satisfaction
- Time to Discharge a Patient
- Last Minute Discharge Orders
- Staffing
- Discharge Planners must document a safe discharge

NOTES: _____ _____ _____ _____ _____ _____ _____ _____ _____

Position:	Benefit/Service:	Messaging:
Discharge Planner	<ul style="list-style-type: none"> • Saves then time • Makes hospice referrals easy • Fast response time • Meet with patient / family • Have hospice conversation • Work with physicians to get hospice orders • Effect a safe discharge to community • Service area • Evening / weekend admissions 	<ul style="list-style-type: none"> • My job is to make your job easier and save you time when you have a hospice referral. • Part of my job is to meet with the patient and family to make sure they know what to expect and make sure they have a clear understanding of hospice. • I am happy to meet with the physician to help them make a hospice determination. • Working together we can help you document a safe discharge for difficult patients. • Our evening and weekend admission teams allow you to process late or weekend discharges safely. • What do you do when you have a hospice patient going home to Walker county?
Administration – C Suite	<ul style="list-style-type: none"> • Reduce LOS • Reduce re-hospitalizations • Manage / reduce disease specific mortality rates 	<ul style="list-style-type: none"> • My job is to work with your discharge planners to effect safe discharges allowing them to control LOS and rehospitalizations. • What are your current initiatives to manage the metrics used to measure your success?

Physician Practice Challenges

- Staffing
- See all Patients on Time / Add-ons
- Billing
- Difficulty Referring to Post-acute Services
- Quality Outcomes
- Patient Satisfaction
- On-call Responsibilities
- Unnecessary Hospitalizations
- Frequent Flyers at ED
- Patients for Whom They Have Run Out of Treatment Options
- Coordinating Multiple Services Needed for Same Patient
- Narcotic Management

NOTES: _____

Position:	Benefit:	Messaging:
Referral Person	<ul style="list-style-type: none"> • Saves then time • Makes hospice referrals easy • Have hospice conversation • Evening / weekend admissions 	<ul style="list-style-type: none"> • My job is to make hospice referrals easy and fast. • Many of my referring physicians like to have me come in and take the hospice conversation off of their shoulders. • Our admission teams are able to admit your patients very quickly, even evenings and weekends.
Physician / Nurse Practitioner / RN	<ul style="list-style-type: none"> • Saves then time • Makes hospice referrals easy • Have hospice conversation for them • Evening / weekend admissions • Reduce rehospitaliations 	<ul style="list-style-type: none"> • My job is to make hospice referrals easy and fast. • Many of my referring physicians like to have me come in and take the hospice conversation off of their shoulders. • Our admission teams are able to admit your patients very quickly, even evenings and weekends. • Our rehospitalization rates are the lowest in the area, we'll make your look good with the ACO and hospitals.
Office / Practice Manager	<ul style="list-style-type: none"> • Reduce rehospitalizations • Cut down on office staff time fielding phone calls and managing problematic patients 	<ul style="list-style-type: none"> • By eliminating most of the phone calls from really fragile, difficult to manage patients, we can help you eliminate .5 FTE. • Our rehospitalization rates are the lowest in the area, we'll make your look good with the ACO and hospitals.

SNF / LTC Community Challenges

- Skilled Days / Maximize Billing
- Hospital Readmissions
- Quality Outcomes
- Cost of Care
- Length of Stay
- Problems on Survey
- Falls
- Staffing
- Keep Back Door Closed
- Psychotropic Medication Management

NOTES: _____

Position:	Benefit:	Messaging:
Social Work / DON	<ul style="list-style-type: none"> • Saves then time • Makes hospice referrals easy • Fast response time • Meet with patient / family • Have hospice conversation • Evening / weekend admissions • Added staff relieves staffing burden 	<ul style="list-style-type: none"> • My job is to make hospice referrals easy and fast. • I am always available to come meet with residents and families when the physician is suggesting hospice. This takes the difficult conversation off of your shoulders and enables us to keep them comfortable and less anxious. • Our admission teams are able to admit your patients very quickly, even evenings and weekends.
Administrator	<ul style="list-style-type: none"> • Reduce rehospitalizations • Bill for services on first day after pt. discharged from skilled care. • Pay room and board invoices timely • Added staff relieves staffing burden 	<ul style="list-style-type: none"> • My job is to make you look good to the hospitals and ACOs • We pay our bills promptly and will not cause a disruption in your billing. • We can save you money by referring your highest acuity, most expensive to staff residents to us. • One of my jobs is to make sure that we are always protecting you during your next survey.

Assisted Living Communities

- Occupancy
- Resident Falls
- Keep Back Door Closed
- Hospitalizations
- EMT / 911 Calls Disrupt Community
- Staffing

Position:	Benefit:	Messaging:
RN / Supervisor / Manager / Administrator	<ul style="list-style-type: none"> • Keep resident in their unit longer • Keep community intact • Prevent falls • Manage difficult medication regimens • Provide added staffing 	<ul style="list-style-type: none"> • We'll help you keep occupancy up by keeping your residents in their apartments longer. • Once we get your highest risk, highest needs residents on our program, you'll have less 911 calls and keep the back door closed. • Our staff will supplement yours in managing difficult patients and their medications.
Marketing Person	<ul style="list-style-type: none"> • Keep resident in their unit longer • Keep community intact • Allows for marketing to potential resident to rent unity and receive hospice services 	<ul style="list-style-type: none"> • My job is to help you look better by keeping your occupancy up and the community intact. • We'll work with you to provide a safe option for more of your prospective residents.

Your Value Propositions

1. Take your homework of making a list of at least 10 strengths of your hospice program
2. Convert those to value propositions
3. Match them up with your Top Twenty-Five Accounts

Strength:	Value Proposition:
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Example Conversion of Feature to Value Proposition

Strength (feature): Same day admissions

With our same day admissions you can –

- get the patient out of the bed and discharged faster, reducing your LOS issues with higher acuity patients (hospital)
- not worry about your patient suffering tonight (physician practice)
- not have the risk that your resident will call 911 tonight (ALF)

NOTES: _____ _____ _____ _____
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Value Added Openings

- How you start a conversation will dramatically improve success
- You have 3 to 5 seconds to gain and hold their attention
- This one skill will increase your probability of success dramatically

Important to incorporate a value-added statement before every conversation – not just for introductions

- Reinforces your value proposition in your best accounts
- Will greatly increase success of every interaction
- The single most overlooked sales skill we teach

Default Value Added Openings

“My job is to make hospice easy for you!”

“I’m here to make hospice referrals easy!”

“My job is to save you time and make hospice referrals easy!”

More Examples

- “My job is to save you time and help get you guys out of here on time!”
- “My job is to make hospice patient management easy!”
- “I’m here to take your most time-consuming patients off your plate so you can get your work done.”
- “I brought you the information that I promised you that will save you a lot of time, reduce phone calls and get you out of here on time every day.”
- “I make hospice referrals fast and easy.”

Never Forget

Most Important Value Propositions:

- Save Them Time
- Make it Easy for Them
- Make Them Look Good

My Value-Added Openings:

Weaving Your Value Proposition into Every Conversation

- Throughout the rest of this course, you will need to keep your value proposition for each account in mind.
- You will weave them into your conversations, your solution presentations and how you handle objections.
- Your value propositions will drive your Intelligent Questions to probe for your account's problems, challenges and frustrations (needs).

Measure Your Success

1. Where am I versus my MTD goals?
2. How many calls and touches did I have this week?
3. How many times did I use my value added opening this week?
4. What percentage of my calls and touches does that represent?

Homework Assignment

- Convert your list of strengths to Value Propositions
- For each of your Top Twenty-five accounts determine what your value propositions are and your Value-Added opening for each.
- What is your Value-Added Opening?
- Make a list of at least three and use them at least 10 times each during the week.
- Count how many times you use a Value Added Opening this week. (what %)

Questions?

Submit them by email to: Michael@healthcarestrategica.com