

Course format:



Audio



Text



PowerPoint



Recorded Webinar



Video



Interactive E-Learning

AMS Course Descriptions

Core Curriculum

Understanding Hospital Customers



No matter what market you serve, it's important to have an understanding of how hospitals work and the issues they face.

- Types of hospitals and the services they provide
- Key decision-makers and their roles
- Key trends and issues impacting hospitals
- The role of the distributor representative in effectively serving hospital customers

Understanding Physician Customers



Learn the keys to success in serving physician offices, including understanding the reimbursement structure, being sensitive to the time constraints, and offering solutions that reduce staff time.

- Key physician/alternate site market segments
- Key decision-makers and their roles
- Trends and issues impacting alternate site providers

Understanding Long Term Care Customers



Gain insights into the fast-growing long term care market, including nursing homes and assisted living.

- Key long-term care market segments
- Funding sources
- The role of the distributor representative

The Human Body



Understanding the functions of the human body is a critical prerequisite to understanding the medical products that you sell and the procedures in which they are used.

- The relationship between anatomy and physiology
- Medical terminology and word roots
- The functions and organs of each body system

Introduction to Healthcare Products



Gain an overview of the equipment and supplies most commonly sold by medical products distributors. Product areas include:

- Laboratory testing and diagnostic instruments
- Skin and wound care
- Sterilization, disinfection, and waste management
- And many more

Understanding the Distribution Business



Learn what the medical products supply chain is, how it works, and how the distributor adds value to it.

- Key elements of the healthcare supply chain
- Basic distribution functions
- Types of competition for the healthcare distributor

Selling Distribution Value



The distributor sales rep's job is to sell one thing over and above everything else—the value of the company's distribution services. This course focuses on how to maximize and communicate that value.

- Getting in with a new account
- Becoming the primary supplier
- Quantifying your value to the customer

Precall Planning and Opening the Call



Learn proven techniques for planning your calls so that you know what you want to achieve and how you will achieve it.

- Why you need objectives for every call
- Why it's essential to get the customer's immediate and undivided attention
- Techniques for building rapport

Identifying and Targeting Customer Needs



Master key skills for identifying customer needs and honing in on those needs during effective presentations and product demonstrations.

- Why probing is absolutely essential
- Techniques for effective listening
- How to present benefits and features
- Effective product demonstrations

Overcoming Objections and Closing the Sale



Hone the two skills that are true measures of a salesperson—answering customer objections and asking for the business.

- Three types of objections and how to handle them
- How to overcome indifference
- The most effective types of closes
- When to close, when to sell up, and when to cross-sell

Time Management



The most important, and most limited, resource for salespeople is time. In this course, you will put into practice a variety of timesaving techniques.

- The best ways to control time-killers
- How to overcome procrastination
- Strategies for improving productivity

Managing Accounts for Growth and Profitability



In the distribution business, each account represents a long-term business opportunity—an opportunity you must manage and build.

- How to "read" the decision-makers and build relationships with them
- How to use sales tools to set goals, track, and penetrate an account
- How to make each account more profitable

Managing Your Territory for Maximum Productivity



Learn how to allocate calls to increase sales potential, and how to route calls for greatest time efficiency.

- Analyzing your accounts according to their likely sales volume
- Determining the optimum call frequency for each account
- Planning routes that save time and increase sales

Masters Curriculum

Healthcare Reform & Government Issues

The Proposed Medical Device Tax Rule



On February 3, 2012, the Internal Revenue Service (IRS) issued a proposed rule implementing the medical device tax enacted in from the Patient Protection and Affordable Care Act and the Health Care and Education Reconciliation Act of 2010. The law includes an excise tax on the sale of a “taxable medical device” by the manufacturer, producer, or importer of the device equal to 2.3% of the sale price, effective for sales of the device as of January 1, 2013. In this webinar, find out the basics of the proposed rule.

This webinar discussed:

- Products exempted and how to determine over-the-counter status
- How proposed kits, packs and trays policy could work with tax free sales for kits
- Impact on industry (many of our large distributors private label and will be interested in general mechanics of the tax)

Competitive Bidding: Hot Button Issues for Long Term Care Suppliers



While many believe that competitive bidding is ill-conceived, the program is in place and suppliers must learn to succeed within the new rules. In this recorded webinar, learn the steps to take to successfully prepare a bid package. Learn about the major "hot button" issues facing providers, including entering into a subcontract agreement, grandfathering, rights and obligations of a provider under a competitive bidding contract, and buying and selling a contract winner.

- How competitive bidding is designed to work
- Elements of a strong bid package
- If you win the bid – what next?
- If you lose the bid – strategic responses

Device Identification: The Proposed UDI Rule & Implications for Manufacturers and Distributors



The Federal Drug and Administration (FDA) finalized its proposed rule implementing the Unique Device Identification (UDI) system. The new system will allow manufacturers, distributors, providers, and eventually payers to trace devices through distribution and use. FDA says a national UDI system will improve patient safety, facilitate recall processes, and streamline the purchase, distribution and use of medical devices.

In this recorded webinar, Jay Crowley, the FDA official respondent for developing the system, explained:

- The agency's approach to the UDI rule
- What requirements manufacturers and distributors should be preparing for
- How the system will benefit suppliers, providers, and patients

Healthcare Reform Series: The Final ACO Rule



On October 20, 2011, CMS released the final rule for implementation of the Medicare Shared Savings Program for providers and suppliers participating in Accountable Care Organizations (ACOs). The final ACO rule will provide incentives for participating health care providers who agree to work together and become accountable for coordinating care for patients. In this recorded webinar, Linda Rouse O'Neill explained:

- How the rule will work
- Changes since the initial ACO proposal
- Other types of ACOs and other incentives for improving quality in the healthcare reform program
- How the final ACO rule will impact your customers

Preparing Your Customers for the Coming Flu Season



Each year in the U.S., the Centers for Disease Control and Prevention (CDC) estimate that 5-20 percent of the U.S. population gets the flu and an estimated 226,000 people are hospitalized from influenza-related complications. The medical products supply chain plays a critical role in delivering products to healthcare providers to help them prevent and diagnose the flu virus. Check out this webinar for the latest information from the National Influenza Vaccine Summit and HIDA on how providers are preparing for the flu season and different government programs that will impact the flu products supply chain for the 2011-2012 season.

- An update on the past influenza season and provider markets
- Flu Products Survey information on how distributors are helping providers fight the flu
- Flu vaccine production estimates for the 2011-2012 season
- New preventive care and immunization programs from CMS and HHS

Healthcare Reform Series: Long-Term Care Home and Community Based Services



Health reform, combined with strained state Medicaid budgets, is creating a pressure-filled environment for your long-term care customers. In this webinar, get an overview of the various health reform payment policies impacting the long-term care market along with insights into how to assist your long-term care customers. Learn about:

- The primary drivers behind health reform provisions impacting the long-term care market: coordinating care and reducing costs
- The CLASS Act and other key provisions impacting nursing homes
- Medicaid policies, how they are playing out in the states, and how they impact healthcare reform implementation
- The latest on competitive bidding and how it factors into the overall long-term care picture

Healthcare Reform Series: Physician Market Impacts



Primary care and prevention were key focus areas of the health reform bill. Primary care providers are seeing increased reimbursement as several provisions aimed at incentivizing primary care are implemented. Physicians will also be weighing options on deciding whether to participate in the Accountable Care Organization (ACOs) program. This webinar features a broad overview of the various payment policies impacting physicians, potential issues around ACOs and prospects for a permanent fix to the physician reimbursement formula known as the sustainable growth rate. Gain insights on:

- Investment in primary care
- Focus on prevention
- Physician Quality Reporting Initiative
- Electronic health record adoption

Healthcare Reform Series: Acute Care Impacts



The recently enacted healthcare reform package includes three major hospital-specific mandatory reimbursement policies aimed at improving quality, reducing readmissions and reducing infections. Hospitals are subject to these policies regardless of whether they become part of an accountable care organization (ACO). This webinar features a broad overview of the various payment policies impacting hospitals, how they interact and how they coordinate with other voluntary health reform provisions such as ACOs. Gain insights on:

- Value based purchasing
- Hospital readmissions
- Hospital acquired infections and conditions

Healthcare Reform Series: Community Health Centers



The recently enacted healthcare reform package includes \$11 billion in new, dedicated funding for community health center programs over five years. Of that, \$9.5 billion of these resources will fund new health centers and expand capacity at existing health centers. This webinar features a broad overview of community health centers, who they serve, and provisions that increase their funding. The speaker, who directs a community health center in New Mexico, has 25 years' of experience in rural health policy. He provides an inside view and walks us through a typical day at a community health center. Gain insights on:

- What services community health centers provide
- What supplies they require
- Anticipated impact of health reform

Community Health Centers: Essentials to Calling on This Growing Market



What does the \$11 billion new funding in community health centers (CHCs) mean to you? The new investments in CHCs, enabled by Patient Protection and Affordable Care Act and the Reconciliation Bill, are about to bring substantial changes to the country's healthcare delivery system. With the dramatic expansion of insurance coverage and Medicaid provisions, health centers are projected to serve 20 million more patients and yield billions of dollars in cost savings to the healthcare system.

This interactive e-learning course is narrated by Brian Sullivan. It illustrates the investment allocation, legal requirements, timeline and other components of the operation. Find out:

- Types of health centers
- Whom CHCs serve
- What services CHCs offer
- How CHCs get paid
- How to take advantage of this growing sales opportunity

Accountable Care Organizations: The Next Big Driver of Physician-Hospital Integration?



Accountable care organizations (ACOs) are being touted as the provider model of the future. Are current health systems ready and able to evolve into ACOs and will their physicians align with them to allow them to drive quality and costs under a fixed payment system? To accomplish this evolution, health systems will be required to develop stronger physician integration programs, build new infrastructure and develop new management competencies. Meeting this challenge will not be an option if the payment system changes, but are most health systems ready to respond to this challenge? Find out:

- The proportion of health systems who are prepared to accept this challenge and evolve into an ACO
- The typical timing required to adapt to these new requirements
- The impact on their financial performance
- The external factors and constituencies that will impact the system's ability to evolve
- The upside and downside for organizations as they evolve

Understanding MDS 3.0's Impact on Your Long Term Care Customers



Nursing homes are preparing for the implementation of Minimum Data Set 3.0 (MDS 3.0). MDS, a mandatory system for assessing nursing home residents, ties directly to a nursing facility's reimbursement levels and quality ratings. The new MDS 3.0 went into effect October 1, 2010, and it presents significant changes that are poised to impact the profitability of your nursing home customers. Find Out:

- What the programs are and what's changing
- Why it's a big deal for long-term care customers and what customers are having to do to get ready
- The implications in terms of staffing, profitability, etc.
- The specific areas that are impacted by reimbursement changes

Healthcare Reform in Jeopardy? Post Election Impacts on Funding and Implementation



Healthcare providers and suppliers are gearing up for major changes in healthcare structure, funding, and demand brought about by the Affordable Care Act, the healthcare reform bill signed into law in March 2010. However, the mid-term elections are likely to have enormous impact on the future of health reform. Many provisions in the law are not yet funded, and if Republicans take control in Congress, that funding may not happen. In this session, HIDA's government affairs experts analyze election results and consider how they may impact health reform implementation. Find out:

- How leadership of key House and Senate committees will change and how this could impact healthcare funding decisions
- What provisions of the healthcare reform law are in greatest jeopardy
- How these issues could impact providers and suppliers

Healthcare Reform Insights: Incentives and Challenges to EHR Adoption



With \$19 billion in federal stimulus funds available to spur the use of electronic health records (EHR) among healthcare providers, EHR adoption among hospitals and physicians is expected to increase quickly. It's critical for healthcare distributors and manufacturers to understand how these funds will be distributed and what providers must do to qualify. Find out:

- The latest on how healthcare reform and stimulus incentives will impact your customers' use of EHR
- What penalties providers face if they fail to adopt EHR technology

Healthcare Reform Market Brief (Spring 2010)



March 2010 marked the passage of landmark healthcare reform legislation. As a result, health industry stakeholders across all markets are poised to face new business opportunities and challenges over the next decade. To examine the "tailwinds" and "headwinds" of healthcare reform, HIDA announces the release of a new market brief- *Healthcare Reform: Industry Advocacy, Stakeholder Impacts & Outlook*. Find out:

- The analysis of the medical device tax and physician gift disclosure requirements
- The critical changes confronting the health industry markets as well as an overall outlook of issues facing the industry

EMR-EHR and Stimulus Funding: Making It Work for Your Customers



This video, captured at the 2010 Executive Conference features Michael Paquin, Paul Edge, and Mark Anderson touch on the following topics:

- How government funding is impacting providers' decision-making about EMR and HIT
- Technology advances that could speed adoption
- What's holding providers back from taking the EMR plunge

Using Reimbursement Knowledge to Make Sales



Reimbursement is key to survival for almost every medical practice. Understand the mechanisms that drive reimbursement and use that knowledge to help your customers develop new revenue, medically-appropriate revenue sources.

- Reimbursement sources
- The importance of coding
- How to use appropriate reimbursement information in your sales presentation

Legal Issues in Healthcare



Many healthcare providers do not fully understand the myriad laws, rules, and regulations that apply to their practices and the organizations that conduct business with them. Sales professionals that market to healthcare providers should also be concerned about federal rules and regulations because your customers need help to understand and comply with healthcare laws and regulations, including:

- The Civil False Claims Act
- The Federal Anti-Kickback Statute
- The Stark Self-Referral Prohibitions

Helping Your Customers with HIPAA



It's crucial that healthcare distributors understand the Health Insurance Portability and Accountability Act of 1996 (HIPAA), and how it is implemented in the healthcare industry. This course will help you become a better resource for your customers. Learn:

- What HIPAA is and why it is of concern to your customers
- What actions are considered permissible under HIPAA
- HIPAA violations and their penalties

Healthcare Customers

EHR Financial Incentives Update



The Medicare and Medicaid electronic health record (EHR) program has awarded over \$2.53 billion in incentive payments for physicians and hospitals as of December 2011, and there is more on the way for the healthcare industry. As long as providers achieve the meaningful use of EHRs, measured through three different stages of clinical and technological standards, up to \$20 billion will be available to them over the coming years. It is important for supply chain leaders to understand how the incentives will be allocated and what new procedures will be instrumental to maximizing government incentives.

In this recorded webinar, you will learn about:

- The current state of the EHR incentive program
 - How many physician offices, hospitals, and states are embracing the program
- Financial incentives for providers
 - How physicians and other eligible professionals in primary care accessed over \$570 million in Medicare and Medicaid incentives in 2011
 - How hospitals accessed \$1.96 billion in Medicare and Medicaid incentives in 2011
- What meaningful use standards providers must meet in 2012 to participate in Stage One of the EHR program, and emerging standards for Stage Two in 2014

Healthcare Reform: The 4 Biggest Changes That Will Transform the Way Your Hospital Customers Operate



Healthcare reform has the potential to transform hospitals. Beginning October 1, 2012, a new “value-based purchasing” program will reward providers who improve outcomes on certain clinical conditions. ACO development is already spurring greater integration among providers. And new reimbursement incentives and penalties will lead to even more focus on care quality. These trends will significantly impact purchasing decisions. Learn about issues including:

- \$157 billion in reimbursement cuts to hospitals
- New penalties for admissions and infections
- The expected surge in patients with health insurance

Growing Your Business in Emerging Long-term Care Markets: Assisted Living, Home Care, and More



Expand your extended care sales by looking beyond the SNF. Learn what changes and challenges are creating opportunities with such providers as:

- Assisted living facilities
- Hospices and home health agencies
- HME dealers

5 Things You Need to Know about How Physicians Make Money



Getting physicians to spend more on your products requires a thorough knowledge of their income side of their equation. The most successful physician reps understand how reimbursement drives physician decision-making – but with rules changing constantly, it isn’t easy to stay current. In this session recorded at the HIDA’s 2011 Conference & expo, get the latest on:

- How Medicare and other payers calculate physician payment, and what’s changing
- Why many physicians’ real take-home incomes are declining
- What physician distributors can offer to help (think: ancillary services)
- Making the case: proving ROI, assisting with coverage negotiations, and more

4 Trends That Will Dramatically Change the Way Your Physician Customers Do Business



The physician market is changing fast – and that means that successful distributor reps are going to have to change too. In this recorded session at our 2011 Conference & Expo, the popular and insightful “Dr. Tom” translated current trends in healthcare into implications for sales reps. He explained how payment structures for physicians are likely to change, and how that may influence decision-making and the methods of care delivery. He also discussed:

- Why successful reps may need to place as much emphasis on outcomes and cost containment as they do CPT codes
- What the customer of the future will need from a business partner
- The four-letter word that will drive reimbursement and physician decisions

Strategies for Helping Acute Care Facilities Better Manage Their Supply Chains

The reimbursement squeeze is causing hospitals to evaluate every dollar they spend and how they spend it. In this session recorded at our 2011 Conference & Expo, find out what acute care facilities are doing to better manage their supply chains, and what they need from their distributors. You'll learn:

- Why hospitals buy through so many different channels, and how to determine whether this makes sense
- What hospitals are trying to do to rein in operating costs
- How to show your hospital customers the value of distribution in improving efficient and saving precious clinical time

3 Keys to Penetrating the Ambulatory Surgery Center Market

Like hospitals, ambulatory surgery centers (ASCs) are preparing for significant changes in Medicare reimbursement from healthcare reform, including having a portion of payments linked to quality measures. In this recorded session at the HIDA 2011 Conference & Expo, gain insights on the challenges facing ASCs and how you can use these challenges as sales opportunities. You'll learn:

- Key questions to ask ASC decision-makers
- Types of ASCs and how that impacts operational models and supply needs
- What's different between ASCs and hospital outpatient departments (HOPDs), in payment and in operations

Ambulatory Surgery Center: Reform, Regulation & Reimbursement

In July 2011, the Centers for Medicare and Medicaid Services (CMS) released proposed rates and policy changes to the ambulatory surgical center (ASC) payment system. These regulations, as well as healthcare reform and other changes in the past several years, will significantly change how the industry operates moving forward. If you sell to ASCs, you need to be current on these new proposals to better serve your customers. This webinar will discuss how these programs and policies will affect reimbursements, and how a portion of payments now has to be linked to quality measures. Join us for information on:

- How healthcare reform is impacting ASC regulations
- How reimbursement will be tied to value-based purchasing
- What these changes mean for suppliers
- How to deal with impending challenges in the ASC industry

2011 Acute Care Market Report

2011 Acute Care Market Report summarizes key market trends and forecasts that are expected to affect distributor sales and strategy during the next three to five years. The report provides an overview of the market for distributed medical supplies and equipment sales to acute care facilities (i.e., hospitals).

Other data in the 2011 Acute Care Market Report includes:

- Hospital margins and staffing issues
- Progress made with health information technology
- Hospital mergers and acquisitions

2011 Physician Market Report

The 2011 Physician Market Report summarizes key market trends and forecasts that are expected to affect distributor sales and strategy during the next three to five years. It focuses on physician offices and other alternate sites, such as medical clinics and other non-acute sites employing physicians.

Other data in the 2011 Physician Market Report includes:

- Physician-hospital integration
- Funding of community health centers
- Progress being made with health information technology

2011 Extended Care Market Report



The 2011 Extended Care Market Report summarizes key market trends and forecasts that are expected to affect distributor sales and strategy during the next three to five years. The report provides an overview of the market for distributed medical supplies and equipment sales to long term care facilities (i.e., nursing homes).

Other data in the 2011 Extended Care Market Report includes:

- Influence of Medicaid cuts
- Nursing shortage against the rising demand for long-term care
- The adoption of electronic medical records

Physician-Hospital Consolidation: Trends, Status, and Forecast



Hospitals are acquiring physician practices at a rapid rate, a trend with major implications for many companies' business models. In this course, learn the results of HIDA-commissioned research on the pace of hospital-physician consolidation.

- The current and future pace of physician-hospital consolidation
- Provider perspectives: who plans to consolidate, who doesn't, and why?
- Trends by geography and specialty
- Challenges and questions that arise as physician customers become hospital employees
- Implications for manufacturers and distributors

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- What services CHCs offer
- How CHCs get paid
- How to take advantage of this growing sales opportunity

Improving the Physician Practice: EMR Challenges from the Customer Perspective



Recorded at the 2010 Executive Conference, a panel of experts discuss the benefits of using an EMR and the roadblocks they have faced--and are still facing--during its adoption. Find out:

- What is happening in the physician practices
- What you can do as a sales rep to help the office run better

Physician Practice Management Trends

How is the business of running a physician office changing, and what will the practice of the future look like? Dr. Tom Schweiterman helps you to gain insights into the biggest trends impacting how physician practices operate, make money, and serve patients.

- Learn about the changing relationship between physicians and hospitals, and whether “integration” is making a comeback
- Understand the reimbursement factors that have the biggest effect on a practice’s financial viability
- Identify changes in staffing and decision-making structure in physician practices

Selling to Surgery Center Customers

This course will help sales reps accelerate their learning curve and approach ambulatory surgery centers (ASCs) with the confidence needed to sell successfully.

- How ASCs are operated, managed, and regulated
- What med-surg supplies and equipment ASCs purchase
- How to find ASCs and successfully approach them

Selling to Physician Office Labs

Lab sales are a major opportunity for physician reps, but customer objections are common. This course will help you increase your skills and knowledge in areas including:

- Agencies impacting and regulating POL sales, including CMS, CLIA, CDC, FDA, Medicare and managed care organization.
- Identifying a practice’s testing potential by specialty and size
- Understanding and presenting the benefits of POL lab testing

Promoting CMS Guidelines for Urinary Incontinence

Learn about the Centers for Medicare & Medicare Services (CMS) guidelines for incontinence care in skilled nursing facilities, and how they affect customers.

- Revised CMS guidelines for care
- What urinary incontinence is
- How providers care for incontinent patients

Emerging Health Technologies: EMR and More

Electronic medical records (EMR) and other technologies are rapidly changing the healthcare business. Gain an understanding of:

- The basic concepts behind EMR and EHR
- Distributor opportunities with these technologies
- How the move toward health information technology is poised to change customers’ needs

Skilled Nursing Facilities: Medicare Billing and Payment Fundamentals



Successful sales representatives serving nursing homes can present their products in the best possible light by understanding if and how Medicare reimburses the facilities for the services they provide to their residents.

- Payment systems for skilled nursing care
- Medicare Part A and Part B coverage areas
- Ethical issues/questionable marketing and sales practices

Fundamentals of GPOs and Healthcare Contracting



Learn how GPOs are organized and what the distributor's and manufacturer's roles are in the customer-GPO relationship.

- The financial relationships between GPOs, healthcare customers, manufacturers, and distributors
- How contracts create opportunities and challenges for distributors and their salespeople
- Group purchasing trends in physician offices and other alternate sites

Products, Procedures and Disease States

Protecting Patients from Unsafe Injections



In the last decade, more than 125,000 patients in the United States were advised to get tested for hepatitis B virus (HBV), hepatitis C virus (HCV), and HIV due to the reuse of syringes and misuse of medication vials. Data from a survey of U.S. healthcare workers who provide medication through injection indicate that some healthcare personnel are unaware of, do not understand, or do not adhere to basic principles of infection control and aseptic, or infection prevention, techniques. Find out:

- Who can be affected by unsafe injections
- The methods for preventing unsafe injections
- What is the sales opportunity for injection safety
- Which customers you should target
- The key messages to close the sale

Complying with CDC Guidelines for Personal Protective Equipment



Preparation, administration, and disposal of hazardous drugs (HDs) may expose pharmacists, nurses, physicians, and other health care workers to potentially significant workplace levels of these chemicals. PPE provides a line of defense that protects employees from injuries or illnesses resulting from contact with chemical, radiological, physical, electrical, mechanical, or other workplace hazards. USP<797> provides guidelines to protect healthcare workers who come in contact with, dispense, or prepare compounded sterile preparations. Find out:

- The risks of exposure to hazardous drugs (HDs)
- The protection options
- What is the sales opportunity for PPE
- Which customers you should target
- The key messages to close the sale

Detecting Bacterial Vaginosis and Trichomoniasis



Proactive screening and treatment for sexually-transmitted infections and microbial abnormalities such as bacterial vaginosis and trichomoniasis can protect patients from complications and also lower the risk in women of infections that are associated with late miscarriage, prematurity, and intrauterine conditions. Find out:

- Who is at risk
- Diagnostic challenges
- Benefits of point-of-care testing
- Selling solutions for sales reps

Obesity and the Medical Products Market



For medical products distributors and manufacturers, the upswing in obesity rates signals an approaching shift in both patient and product needs. From specialty beds to larger blood pressure cuffs, this report explores the growth of the bariatric product market and identifies opportunities to grow sales with healthcare providers who are altering their practices to accommodate overweight and obese patients. Find out:

- The economic impact of the nation's obesity epidemic
- How the government is reacting to the problem
- What bariatric products mean to medical distributors and manufacturers and how they are reimbursed

Detecting Respiratory Illness Early



Respiratory Syncytial Virus (RSV) is the most common cause of serious respiratory infections in infancy and childhood, linked to more than 125,000 hospitalizations annually--and there is no vaccine to prevent it. Find out what customers need to know about respiratory viruses in this course.

- New regulations related to RSV
- Sales opportunities related to RSV
- Which customers to target and key messages to close the sale

Selling to Physician Office Labs



Lab sales are a major opportunity for physician reps, but customer objections are common. This course will help you increase your skills and knowledge in areas including:

- Understanding the agencies impacting and regulating POL sales, including CMS, CLIA, CDC, and FDA
- Identifying a practice's testing potential by specialty and size
- Presenting the benefits of POL lab testing

Selling Safety Products for IV Therapy



This course describes the risks associated with four IV therapy areas, discusses the safety-enhancing products available, and provides insights into selling them.

- The basics of IV therapy
- Safety needles, needleless access systems and other devices that reduce the dangers of needlesticks
- New technologies including new infusion pumps and DEHP-free bags

Promoting Flu Vaccine Recommendations



Recent updates raised the total number of Americans who are advised to get the flu shot. Pre-planning can help providers develop a vaccination protocol for all groups. Topics include:

- Why new guidelines have been issued
- Who should get vaccinated and when
- How the guidelines increase opportunities

Rapid Diagnostics

Advancing technology allows doctors to gain accurate information about a patient's condition during their visit, rather than days later. Rapid diagnostic tests provide an ongoing revenue stream, making them a very attractive product category for your selling efforts. Understand:

- How doctors use these tests in their practice
- The impact of CLIA status and reimbursement issues on the sales process
- Key features and benefits of rapid diagnostics

Selling PT-INR Testing for Oral Anticoagulation Therapy

Understand blood clotting and why healthcare providers must assess both bleeding and clotting tendencies and monitor effectiveness of blood thinning drugs called anticoagulants.

- What is "PT/INR" testing
- Understanding oral anticoagulants
- The opportunity for sales reps and for providers

Selling iFOBTs for Colorectal Cancer Screening

Understand colorectal cancer and identify and target customers for new iFOBT testing technology. Topics include:

- What is colorectal cancer and why it's so dangerous
- Why doctors need to test their patients
- How iFOBT testing works

Selling Hemoglobin A1c Testing

Know how to talk to customers about the most reliable form of diabetes testing. Topics include:

- What diabetes is and why it's so dangerous
- Why doctors need to test their patients
- How hemoglobin A1c testing works

Preventing Healthcare Associated Infections

Healthcare-associated infections can occur in various healthcare settings including hospitals, surgical settings, long-term care facilities, pediatric units, and home care sites. MDROs such as MRSA that cause infections are also found in community settings such as group housing, daycares, athletic facilities, and others. In this course, you can learn more about HAIs and how to help your customers in preventing them. Understand:

- Who is affected by HAI
- Prevention methods for HAIs
- Why new guidelines have been issued and their impact
- What is the sales opportunity for HAI
- Which customers you should target
- Key messages to close the sale

Selling Diagnostic Equipment for Exam and Procedure Rooms



Healthcare sales reps can help physician office customers find the right diagnostic equipment for their practices, serving as a solution provider and increasing sales.

- Types of equipment, approximate costs, and their reimbursement mechanisms
- Determining when the customer needs to replace or add equipment and why
- Answers to common objections, including price resistance
- Scheduling and conducting an effective demonstration

Selling Safety Products for Injection, Blood Collection, and Sharps Disposal



Some healthcare providers are still not in full compliance with safety regulations—putting their staff at risk and their practice in legal jeopardy. Help customers fully understand their responsibilities under the law, and help them select the products that best suit their needs.

- Healthcare providers' legal responsibility to use only safety engineered needles
- Safety injection, blood collection, and disposal devices and how to sell them

Selling Diabetes Management Products



Some 40 million Americans are estimated to have diabetes or a diabetes-related condition. Understanding this disease and the products needed to manage it is essential for the medical sales rep.

- The physical mechanisms of diabetes and its complications
- Current standards for diabetes management and treatment
- The market opportunity for diabetes management products and how to sell them

Physician Office Furniture and Lighting



For the healthcare distributor sales rep, few products are as challenging—or as potentially lucrative—as furniture and lighting. This course provides the knowledge needed to create opportunities and effectively sell this class of products, including:

- The typical rooms of a physician practice, and where the key opportunities are
- The growing importance of patient comfort issues
- Key, sales-boosting closing tips

Bloodborne Pathogens and Healthcare Worker Safety



Increasing concern about the spread of bloodborne diseases has led to a host of new industry regulations that every healthcare sales representative needs to understand.

- The dangers posed by bloodborne diseases and how they are transmitted
- How to protect yourself from exposures by following precautions and post-exposure procedures
- Balancing the financial cost of compliance with the costs of managing exposures, potential fines, and potential civil action

Bone Density Measurement



Using bone assessment equipment, primary care physicians can effectively evaluate and assess their patients' fracture risk, provide earlier diagnosis and treatment, and increase their revenue. This course will help reps confidently sell this profitable class of equipment.

- Osteoporosis and the public health threat that it represents
- Methods of measuring bone density and strength
- The best potential customers for bone assessment equipment
- Presenting the equipment, answering common objections, and closing the sale

Cardiopulmonary Equipment



Many procedures that were performed exclusively by specialists can now be performed by front-line primary care physicians. Gain the skills to better take the lead in this educational process, generate new and upgrade sales among primary care customers.

- Common diseases and conditions associated with the heart and lungs
- Key equipment associated with these conditions
- The market opportunity for these products, and tips on how to most effectively sell them

Consultative Sales

Your Customer Just Got Bought-Now What?



If you've lost accounts due to industry consolidation, you're not alone. More and more physician practices and other facilities are being bought by hospital systems. When a key customer sells out to, or merges with, another provider, how do you decide whether it's worth trying to save the business? During this recorded webinar, you will learn:

- Possible outcomes when a customer merges with another provider (they aren't all bad)
- Questions to ask when you find out an account is being sold
- A decision-making framework to use in determining whether you are likely to keep the account
- Strategies for keeping the business even when the customer is under new ownership
- Skills for building back your base when you lose accounts

Recovering from a Service Mistake



Mistakes do happen. In this course, learn how to turn mistakes into wins. Learn a five-step process to win back the customer's trust and make sure that same mistakes do not happen again. Find out:

- The impact of service mistakes
- The importance of having a process to use when a mistake happens
- Why saying sorry isn't enough
- How to recover from a mistake so that the customer loves you even more than before

Calling on the "C" Suite



Learn to quickly understand what the high-level customer needs and how to deliver a five-star presentation that leaves them longing to hear more. Brian Sullivan gives you the brilliant PRECISE selling formula, an easy to learn strategy that will help you more effectively communicate and influence high-level decision makers by "saying less...while selling more."

- How a “stupid” posture can get you the keys to the “C” suite
- Why executives always dispute what you say, and how to take advantage of it
- How to better understand the influence and authority network and to interact with the C-Suite

How to Create Ecstatic Customers

Sales speaker Brian Sullivan will give you the specific skills needed to turn your competitor's happy customers into your ecstatic customers. This high-energy session is designed to help you increase the number of accounts you sell to, sell more to current customers, and increase sales margins.

- Question your prospects so they tell you exactly what it is going to take to steal their business
- Protect your business from the competition
- The number one emotion sales reps must evoke in any early sales call
- How to win over tough customers every time

How to Be a Consultative Resource for Your Long Term Care Customers

Consultative selling involves helping your long term care customer achieve business success. The result can be financially sound customers who value your recommendations and are therefore more likely to invest in the products you sell. In this course, learn how to build a “trusted advisor” status with your customers.

- Why it's critical to be ridiculously well-informed, and how to do it
- Why asking more questions is the number one characteristic of consultative sellers
- Taking it to the top: the importance of selling to the owner or administrator
- How to use your knowledge to solve customer problems and build customer trust

Selling High-End Products

In an environment of extreme price pressure, selling higher-price products, such as premium brands and sophisticated equipment, is a challenge. In this course, learn why these products are often the best fit for your customer's needs, and how to effectively sell them.

- The benefits of selling high-end products, to you and your customer
- How to use probing to identify customer needs and build value for your solution
- Overcoming price objections

Know More! The Key to Becoming a Valued Resource to Your Customer

No more winging it. No more guessing what your prospects are interested in. No more worries about not being prepared. In this video course, recorded at HIDA's 2009 MedSurg Conference, Sam Richter shares astonishing Web search secrets to find out more than you ever thought you could about your prospects, clients and competition.

- Google search tips to find information you never thought existed
- The "Invisible Web" – Web sites most people and search engines don't know about
- How to access the same premium information that big companies have – for free!

Selling Value; Not Price

Have you been hit with customers who are interested in your product, but ask for significant price concessions? Sales trainer Tom Reilly believes that smart sales reps can maintain their value – and their margins -- even in the era of Internet price-shopping. He'll explain:

- What customers really want from sellers (no, it's not low prices)
- Why you should never mention price in your opening statement
- The three drivers of customer value, and how to deliver on each

Helping Your Physician Customers Grow Their Practices

The sales rep who brings marketing insight and advice to the physician—and helps the practice grow—is a valuable resource...with more to offer the client than his or her competition.

- Why physician practices need to think about growth
- How identifying the practice's marketing goals can help pinpoint sales opportunities
- How the sales rep can help: by offering solutions such as new technologies/procedures and by helping the customer achieve success with these solutions

Business Skills and Productivity

5 Top Closing Techniques to Speed Up Your Sales Cycle

Closing isn't just about making the sale. It's about making the sale NOW so that the process doesn't drag on, reducing your productivity and your confidence. This session delivered by John Costigan focuses on how to close business deals before ever showing the customer your product. Learn to handle common stalls and objections with specific action items needed to move these opportunities forward.

- How to close business deals without dropping your price
- The four SHIPS and how they can help you close business
- What you can learn from the 5 top techniques for closing business right now

PRECISE Selling by Phone

Learn to use Brian Sullivan's PRECISE Selling formula to increase your selling power. This session will teach you how to:

- Engage prospects with questions and curiosity
- Properly prepare for a winning sales call
- Set objectives that will set up for success

Using the Phone for Business Development; Powerful Tool for Sales Reps

Sales expert John Costigan demonstrates LIVE calls into sales reps accounts and prospects. After viewing this session, you will know:

- How to leave a voicemail message that will make the prospect eager to return your call
- The #1 line you must say every time when a prospect calls you back
- How to get "invited in" as opposed to begging for the next step or appointment

Attack: Why Going on Defense in the Medical Business is Not an Option

While your competition is retreating during the economic storm, popular healthcare sales trainer Brian Sullivan says it's time to attack! In this video course, recorded at HIDA's 2009 MedSurg Conference, Brian provides powerful weapons for gaining ground with customers and prospects.

- Attack lessons from military leaders
- How to use social networking as your secret weapon
- Tactical skills to increase GP
- Ways to steal customers from your competition and sell more than ever to current customers

Using E-mail in Sales



Electronic mail, or e-mail, is one of the most powerful communication tools available to salespeople. Because it's faster and cheaper than almost any other type of correspondence, most reps use it often. Used effectively, e-mail can save time, strengthen relationships, and even develop new sales prospects. However, used poorly, e-mail can irritate customers, tarnish your professional image, or lead to miscommunication. In this course, learn:

- What e-mail can do for you
- How to structure an effective e-mail
- Why good e-mail etiquette is so important to your image as a sales rep
- How to use clear e-mailing techniques to save time
- How to develop prospects through effective e-mail marketing
- How to use e-mail to build ongoing relationships with customers and close more sales
- When you should *not* e-mail

How Sales Reps Can Impact Profitability



In this video, Dr. Bill Cron discusses and analyzes how you as a sales rep have a direct effect on the profitability of your company. He touches on topics such as:

- How a seemingly small price discount can greatly impact your gross profit
- The increase in dollar sales required to offset a price reduction
- Ways to control your operating expenses

How to Double the Number of Prospects You Convert into Paying Lifetime Customers



Would you like to reach more of the right prospects in less time and create better selling opportunities? Joe Ellers shares proven strategies of a great prospector and his methodology for enabling you to increase your customer's lifetime value.

- A compelling opening statement that will grab prospects' interest and motivate them to buy
- How to pinpoint what will motivate a prospect to work with you on a long-term basis
- The best questions to uncover new selling opportunities in seconds so that you won't waste valuable time on the wrong prospects

Dominate the Competition



If you want to be your company's top performer, you need to be more than just a little bit better than your competition – you need to dominate. In this session, healthcare sales guru Brian Sullivan shares time-tested secrets for gaining and keeping a tangible competitive advantage in your marketplace.

You'll learn:

- What you need to know most about your competition
- How to unleash your creativity to differentiate yourself from the crowd
- What to do when a prospect tells you how much they love your competitor
- The best strategy for turning curious prospects into buying customers
- The simplest way to make customers want to do business with you and only you

Getting to the Next Level: 10 Ways to Build a Thriving Distribution Sales Territory



Your sales territory: you've cultivated it, perhaps grown it from a seedling. Now it's time to take it to the next level. Learn how to build a dynamic distribution territory in this close-up session with healthcare sales expert Brian Sullivan. He'll share the secrets to:

- Developing an ongoing strategy to grow your equipment sales
- Expanding the product categories you sell in each account
- Building a strong base of supply business
- Turning your best customers into your best referral sources

Growing Your Account Base



Formatted like a talk radio program, this audio training module provides valuable resources for reps that want to maximize their time spent on the road. It can be downloaded onto your portable music device or listened to on your computer. Find out:

- What reps should prepare before a sales call
- How to communicate with a customer during a sales call
- The customer's expectations after the sales call
- Other implications and selling tips

Maximizing Productivity



Formatted like a talk radio program, this audio training module provides valuable resources for reps that want to maximize their time spent on the road and includes sales education, tips, selling skills and customer insights. The audio can be downloaded onto your portable music device or listened to on your computer. Find out:

- 3 steps to effectively manage your time
- What other reps have done that worked
- What qualities does a rep need to equip to be successful

Sales Insights for Physician Reps



Formatted like a talk radio program, this audio training module provides valuable resources for reps that want to maximize their time spent on the road and includes sales education, tips, selling skills and customer insights. The audio can be downloaded onto your portable music device or listened to on your computer. Find out:

- The physician customers' expectations of a sales rep
- Why sales reps need to be aware of the economic trend in the medical industry
- The importance of understanding the physician customers' challenges

Negotiating Skills for the Distributor Salesperson



Negotiation is a key skill for all healthcare reps. With the information in this course—and practice and experience—become better able to control any negotiating situation with greater confidence and greater success.

- Negotiating techniques (and how to recognize them when customers use them too)
- Reading body language for negotiating clues
- Steering negotiations toward true win-win outcomes

Leveraging Manufacturer Partnerships

As a distributor representative, working more effectively and strategically with manufacturer partners can help maximize sales and profit dollars.

- How different manufacturer marketing strategies affect your role as a distributor representative
- How to build a strategic plan with manufacturers
- Creative ways to work with manufacturers and increase sales with customers

Margin Management for Distributor Salespeople

Sales reps, through their pricing decisions, play a pivotal role in their company's profitability. Many salespeople find that competitive pressures force them to lower margins in order to win business—often resulting in unprofitable business. Find out:

- Exactly what margin means and how it's calculated
- What types of products need to be priced very competitively—and which ones do not
- How to selectively increase margins and improve profitability while protecting your customer base

For Manufacturers Only

Selling through Distributors

The manufacturer sales rep is on the front lines with distributors. Understanding the distributor's point of view is crucial to the manufacturer salesperson's success and helps grow distributor sales support.

- Planning effective ride-alongs, joint calls, and end-user demonstrations
- How to optimize relationships with distributor reps
- Implementing joint sales plans
- Using training opportunities to create selling enthusiasm among distributor reps

Distribution Strategy for Manufacturers

In order to take advantage of distributors' relationships with local accounts, manufacturers must understand distributor operations. This course explains the complex process of choosing a distribution channel and building a network.

- Why many manufacturers choose distributors as their primary channel
- How distributors operate
- Factors impacting distributor profitability
- Considerations for manufacturers in choosing specific distributors