

Supporting Health System Change

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How To Start Building Value

Be transparent, what you know and most importantly what you don't

Communicate proactively & timely

Stop saying it's "proprietary" – b/c its often not; we do often get insights if not from you – your competitors

Understand, understand, and understand

Ask open-ended questions

Bring Value – **Create it** – even when its not in front of you...

Lead with insights!

Make the conversation collaborative

Follow up and follow through





Thank you for watching!

For additional professional development on healthcare distribution, market insights, supply chain and reimbursement & advocacy, visit https://www.hida.org/learningcenter

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