



Physician's Office Furniture & Lighting

Educational grant provided by Midmark.

For the healthcare distributor sales representative, there are few classes of products that are as challenging—or as potentially lucrative—as furniture and lighting "infrastructure" products. These products serve to create and to identify the work space of the contemporary physician.

On one hand, every doctor needs these "big ticket" items. On the other hand, the equipment is purchased infrequently, so reps need to be at the right place at the right time, with the right information. In addition, physician office furniture and lighting is an unreimbursable expense, a fact that can add some friction to an otherwise smooth sales process.

After completing this module, you will have the knowledge needed to create opportunities, avoid obstacles, and effectively sell this class of products to physician customers. Specifically, you will gain an understanding of:

- The typical rooms of a physician practice, and where the key opportunities are
- The growing importance of patient comfort issues in both products and room design
- Key benefits to highlight and ideas for more effective sales presentations of the "Big 3" furniture and lighting products
- Providing a practice with value-adding tips on room design issues and challenges
- Key, sales-boosting closing tips



Rapid Diagnostics

Educational grant provided by Quidel.

Only a decade or so ago, most diagnostic medical tests could only be performed in highly sophisticated laboratories utilizing complex equipment and highly-trained personnel.

Today, advancing technology has put many diagnostic testing capabilities within reach of the average physician, allowing doctors to gain fast, accurate information about a patient's condition during their immediate visit, rather than days later. This allows the physician to begin treatment sooner. It can also provide physicians with a new revenue stream, with testing fees reclaimed from traditional reference labs.

This point of care testing (POCT) makes use of a class of products known as rapid diagnostic tests, often referred to as "rapids." Rapids usually sell at high gross margins and they provide an ongoing revenue stream for you, making them a very attractive product category for your selling efforts. Rapids, however, can sometimes be a challenging sell. Many physicians are not aware of the capabilities of emerging or existing rapid technologies, and some are reluctant to get involved in in-house testing. This creates a significant opportunity for a knowledgeable sales rep to educate physicians about rapids and how they can benefit a medical practice or facility.

After completing this module, you will 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
- Tips for effective presentations

VALUE
1 AMS
POINT

Selling Diagnostic Equipment for Exam and Procedure Rooms

Educational grant provided by Welch Allyn.

The physician market is a ripe and growing opportunity area for medical products distributors. Since 1970, the number of primary care physicians has doubled, making this a key growth area for distributors.

As a distributor salesperson, you can help your customers find the right choices for their practices, positioning yourself as a solution provider to your customers while earning attractive commissions on higher-ticket items.

Opportunities for selling equipment to physicians include when an office is first being set up, expanded or upgraded, or when a physician decides to add a procedures room. This is when a physician's office is most receptive to the purchase of new equipment. It is essential that you understand the proper use and life expectancy of each piece of equipment, the conditions associated with its use, and its anticipated reimbursement levels.

After completing this module, you will be able to:

- Demonstrate a working knowledge of the types of equipment a doctor needs to equip both examination rooms and procedures rooms
- Determine, via questions and observation, when the customer needs to replace or add current equipment and why
- Answer common objections, including price resistance, to the customer's satisfaction
- Put together a presentation that will close the deal.

VALUE
1 AMS
POINT

Using Reimbursement Knowledge to Make Sales

A medical practice, clinic, or other healthcare organization have to take in more than it spends if it is going to survive economically.

When you sell them something, you become part of their cost of doing business, but if you can show how to get good reimbursement for your products, you will be perceived as a source of profit, not expense.

A good salesperson should be able to explain to their customers how to bill for certain tests, whether or not Medicare will cover a product for a specific condition, and what CPT codes to use to bill products. You also should be adept at overcoming objections such as Medicare payments being too low to make a product worthwhile and the implications of provider liability.

This module will explain how your customers are reimbursed for the medical care, laboratory tests, and diagnostic procedures they provide to their patients. Topics include:

- How to use reimbursement to justify product purchases
- Reimbursement sources
- The importance of coding
- Medicare payment systems
- Applying reimbursement knowledge to the sales process

Using Technology to Improve Sales Effectiveness

As a sales rep, you spend the majority of your time out of the office and depend heavily upon technology products to stay on top of your customers' needs. Products such as pagers, cell phones, personal digital assistants, and laptop computers are necessities that allow you to spend less time tied to a single location. Best of all, most of this equipment can be integrated to work together to keep your work system compact and efficient.

You probably have little time to spend researching the personal communications devices that could help you most with your business. However, others who have embraced this technology say they would be lost without it, so how do you go about implementing a plan?

This module focuses on how you can use advanced technology to help boost sales. When you have completed this module successfully, you will be able to:

- Assess how the addition of technology will contribute to your effectiveness as a salesperson, which in turn will increase your bottom line
- Determine what products have the best features to help improve your business, and then set up that gear to help you in your sales efforts
- Find the computer software that can help you innovate and demonstrate during your client meetings
- Develop ways to not only streamline your business practices but to reach out to your customers to keep your name and company first and foremost in their minds.



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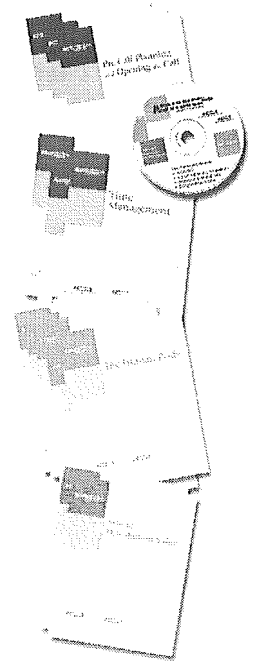
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