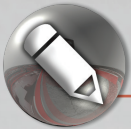


The Underlying Focus:

- The 3 Cs: Building confidence, credibility, and collaboration to sell in the hospital
- Understanding the implications of trends and business realities for hospital customers
- Identifying and leveraging opportunities in the hospital



SKILLS

Account management skills

- Profiling your account
- Integrated account planning
- Influence mapping
- Identifying, cultivating, and leveraging strategic players in your account
- Going broader and deeper

Selling skills

- Probing to uncover customer needs
- Selling to the C- and D-suites
- Overcoming objections
- Meeting management skills
- Consultative selling

Hospital selling skills

- Critical thinking...connecting the dots
- What's the score? How to track quality scores and initiatives
- Researching hospital consolidation strategies
- How to interpret an annual report and a value analysis report
- Getting your product on formulary
- Best practices to overcome access barriers in the hospital
- Tracking relations with payers and other organizations

Team selling skills

- Working an account as a team
 - Strategic planning
 - Collaboration
 - Aligning tactics
- Leading without authority
- Allocating resources

Communication skills

- Presentation skills
- Written communication skills
- Negotiation skills

Other skills

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KNOWLEDGE

The hospital environment

- Credentialing sales representatives
- Speaking the language: hospital terminology
- Types of hospitals
- Hospital departments
- Key stakeholders in the hospital
- Hospital pharmacy

The business of hospitals

- Follow the pharmacy dollar through the hospital
- Hospital P&T committees and formularies
- Steps to hospital formulary approval
- Financial dynamics of hospitals and Integrated Delivery Networks (IDNs)
- 340B and disproportionate share hospitals
- Group Purchasing Organizations (GPOs)
- Hospital accreditation and rating scales

Models of care and care management

- IDNs
- Medical homes
- The influence of Health Information Technology (HIT) on treatment decisions
- Transitions: discharge planning to ensure continuity of care
- Population health
- Clinical pathways

Payment models and incentives

- Hospital readmissions penalties
- Accountable Care Organizations (ACOs)
- Payment models (e.g., shared savings, bundled payments, fee-for-service (FFS))
- Medicare Access and CHIP Reauthorization Act (MACRA) and Merit-based Incentive Payment System (MIPS)
- Oncology Care Model (OCM)

Key trends

- Shifting sites of care for infusions
- Consolidation: implications of mergers and acquisitions
- Selling specialty products in the evolving hospital environment

Other knowledge

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