

Who, What, Why, & How?

Addressing ACOs and Other Evolving Customers

Application Exercise – Step 1

From the examples below, select the scenario or scenarios that best represents your organization’s current status.



Who Identify the “**who**” (the team or teams in your organization that are or may be calling on these complex customers).

What Identify the “**what**” (describe what benefit would be gained for the organization by providing this needs assessment or additional training).

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Application Exercise – Step 2

Why Describe the “**why**” (describe what benefit would be gained for the organization by performing this needs assessment or additional training).

How Consider the “**how**” (what are your training options for this group? What would be your primary/preferred approach? Why did you choose this approach?).

Share and discuss with tablemates and be prepared to share with the group!