
Professional Sales Force Development



What Is Physician Sales?

- *Direct marketing of hospital programs and services to physicians to develop new business, often through physician sales representatives or physician liaisons*
- *A focused strategy to grow volume through increased referrals/admissions from physicians who are currently bringing the majority or all of their volume to competitor hospitals*

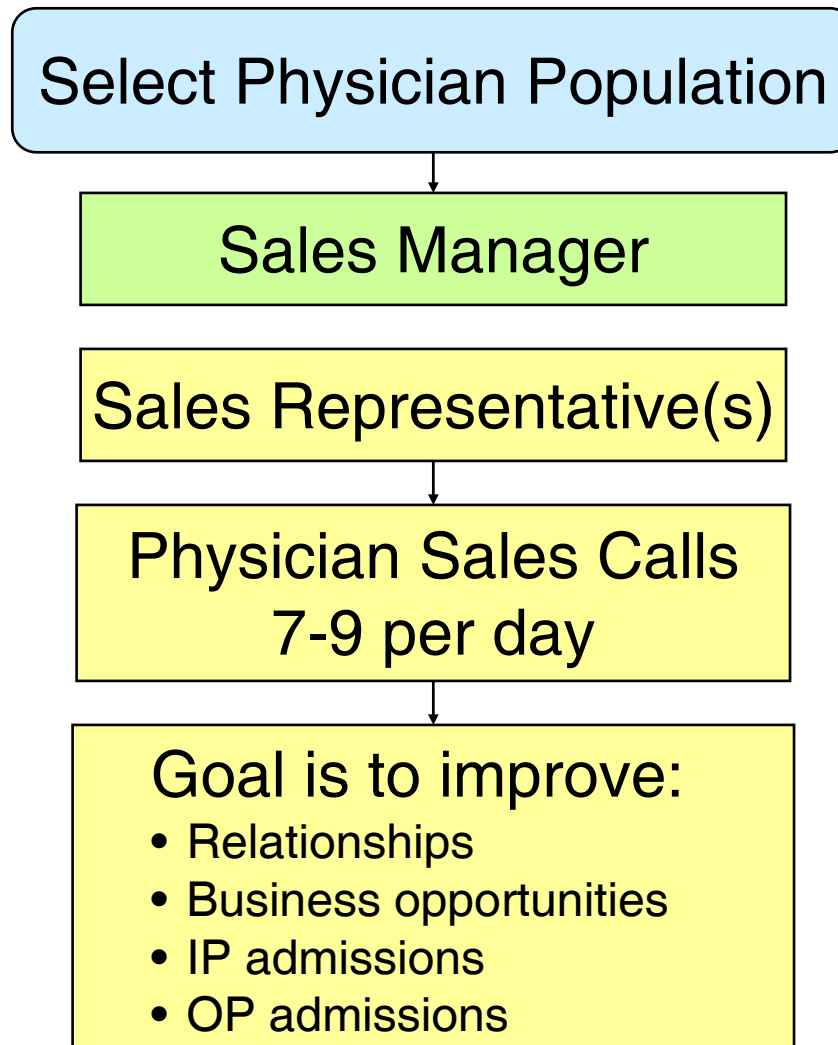
What Is a Professional Physician Sales Force?

- Professional, trained Hospital sales representatives whose focus is to:
 - Sell the benefits of the Hospital to physicians who are new or not loyal to the Hospital with the:
 - » Correct message
 - » Appropriate tools
 - » Right frequency
 - Grow volume through increased referrals/admissions from select physicians
 - Meet the goals of the Hospital

What Is a Professional Physician Sales Force?

- Sales representatives are:
 - Assigned physician territories based on quantitative and qualitative data
 - Trained and accountable for assigned physician volumes
 - Responsible for “closing” the sale to increase referrals/admissions; requires more than relationship building
 - Rewarded for meeting and exceeding incentive performance parameters

Typical Organizational Structure



Tracking and Measurement

- Develop methodology and processes to track each assigned physician objective
- Review results monthly
- Adjust sales strategies quarterly

When should a Professional Sales Force be utilized?

- Appropriate for a mid-to-large size hospital
- Competitive market place with the main competitor hospital having the majority of the market share
- To get out of the reactive mode
- When physicians are aligning with competitor
- Physicians indicate a lack of communication
- Physician issues not being addressed
- Missed business opportunities

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