LIGHT the Way

ADVANCED **GROWTH**

Workshop **Participation** Guide

DAY 2 | Sales Process

LHC GROUP

AGENDA

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NEEDS ASSESSMENT

Our Goal:
To ask questions that prompt them to share their need.

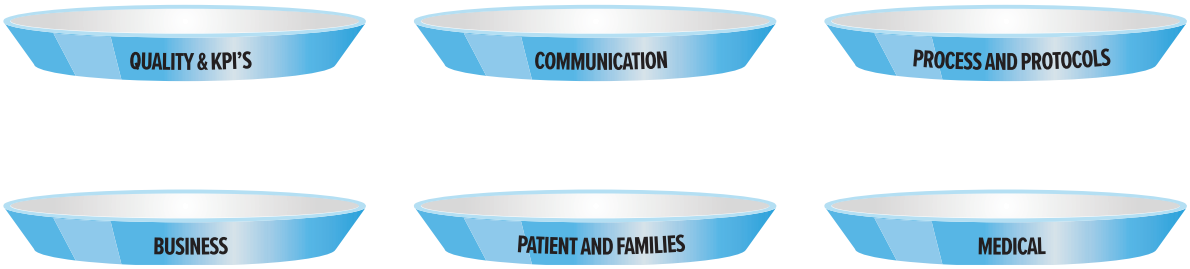
There are two concepts in the Needs Assessment step in the sales process.

1. Open versus Closed

2. Inquiry/Discover Funnel

NEEDS ASSESSMENT FUNNEL

Shared Value



SHARED VALUE

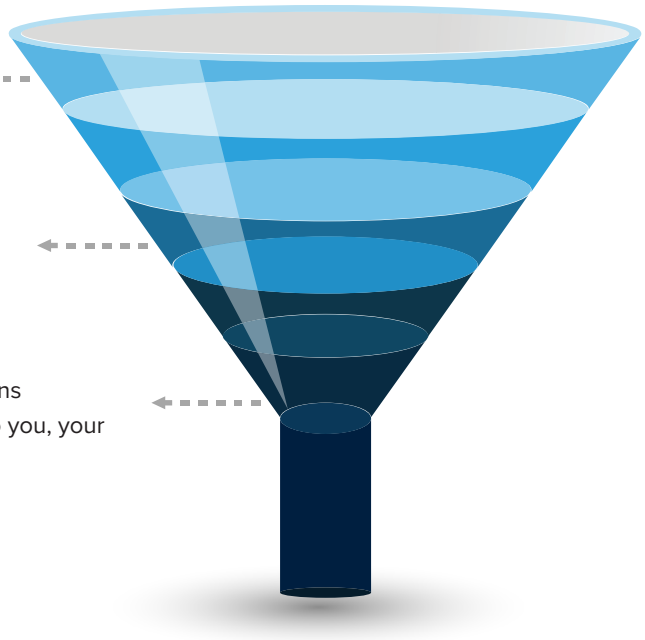
- Broad questions
- Used to learn abou their business, patients, and their current situation

TELL ME MORE

- More narrowed questions
- Used to learn more about what is uncovered

IMPACT

- Most narrowed questions
- How does that relate to you, your role, your job?



NEEDS ASSESSMENT CATEGORIES

Quality and KPI's

1. What key performance indicators (KPIs) do you currently prioritize for tracking your patient outcomes?
2. Can you describe the internal metrics that you believe are essential for the overall success of your organization?
3. Are there specific external benchmarks or standards that you align with or aim to surpass?
4. How frequently do you review these metrics, and are there any in particular that are more important for quarterly or annual evaluations?
5. Are there specific metrics or outcomes that you believe directly correlate with patient satisfaction within your facility or practice?
6. How do you define 'quality care' within your organization or practice?
7. Are there specific certifications, awards, or recognitions that you aim for to showcase your commitment to quality?
8. What patient feedback mechanisms do you have in place to continuously gauge and improve the quality of care?
9. Can you share any recent quality improvement initiatives you've undertaken based on feedback or metrics?
10. How do quality outcomes impact your job?

Communication

1. Find out who calls in the referrals: "Who in your office calls in the referrals for home health?"
2. Which patients are you on a first-name basis with your answering service?
3. "When is the best time of day or week to come by your office and meet with you?"
4. What's the ideal turnaround time you expect from us when you send a referral?
5. How would you like to be notified of patient admission, updates, and discharge from our services?
6. When sending orders or modifications to patient care plans, do you have a specific format or protocol that you'd like us to follow?
7. What level of detail do you expect in patient progress reports, and how frequently would you like to receive them?
8. Are there any specific aspects or metrics you always want to be included in updates to ensure continuity of care for your patients?
9. What's your preferred method of communication for routine updates: email, phone calls, text messaging, or another platform?
10. Are there specific days or times that are more convenient for you to discuss patient referrals or updates?
11. How do you feel about using technology platforms or portals for seamless communication between our teams

Process and Protocols

1. What is your standard treatment protocol for those patients who are no longer responding to traditional therapies?
2. What do you do with the patients who need a last-minute home health referral?
3. "Walk me through your process when you refer a patient to home health."
4. "What is your process to match a specific patient with the right agency for them?"

5. What is most important to you when selecting a home health agency?
6. “What is the easiest way for you to send your referrals to us?”
7. “What do you do when you have a referral over in Franklin County?
8. “How would you like us to handle the orders for your signature?”
9. “Who makes the decision about which home health agency to use?”

Business

1. “How have you used home care in the past?”
2. “How do you currently incorporate home health into your practice?”
3. “What types of patients do you serve?”
4. “What percentage of your practice are Medicare patients?”
5. “When is your busiest time?” (So that you can avoid this time)
6. “To which hospitals do you send your patients?”
7. “When is the physician at the hospital?”
8. “Who takes call with the physician?”
9. “Which home health agencies is your physician the medical director of at this time?”
10. “Which nursing homes is your physician the medical director of at this time?”
11. “At which nursing homes does the physician see patients?”
12. “Which physician in the practice sees the most elderly patients?”

Business

1. Which are your most challenging patients?
2. Which patients take up way too much of your time? Or your staff’s time?
3. Which type of patients are those you see a lot in and out of your office?
4. Who are your frequent flyers in the ER?
5. Which patients you have seen this week that you wouldn’t be surprised to hear from over the weekend?
6. Which of the patients you’ve seen this week would not surprise you if they were back in the hospital by the weekend?
7. What challenges do you have keeping your patients compliant with their medication?
8. Of the patients you’ve seen this week, who has persistent shortness of breath and/or shortness of breath with medication?
9. Which patients come to mind who currently have trouble making it in for their scheduled appointments?
10. Which patients have great difficulty getting into the office or need considerable assistance from a caregiver/family member?
11. Which patients have required frequent adjustments to their medications?
12. What are your most challenging patients to discharge?
13. Which type of patients are you most concerned with for re-hospitalization?
14. Who are you sending home that you wouldn’t be surprised if they were back in the ED by Friday?

Medical

1. Tell me about your challenges with your heart failure patients.
2. Tell me about the challenges of discharging patients for whom there are limited treatment options.
3. For your patients with impaired caregiving situations, how are you utilizing home health?
4. What challenges do you face in helping your patients manage their medications?
5. Which are your most challenging residents?
6. Which residents take up the most of your staff's time?
7. When a resident is hospitalized, how does that impact your community?
8. What challenges does your staff face in caring for those residents?
9. What challenges do your residents with heart failure create for you and your staff?
10. Which residents do you worry won't return to your building when they go to the hospital?
11. Which residents have not been showing up for meals or other activities?

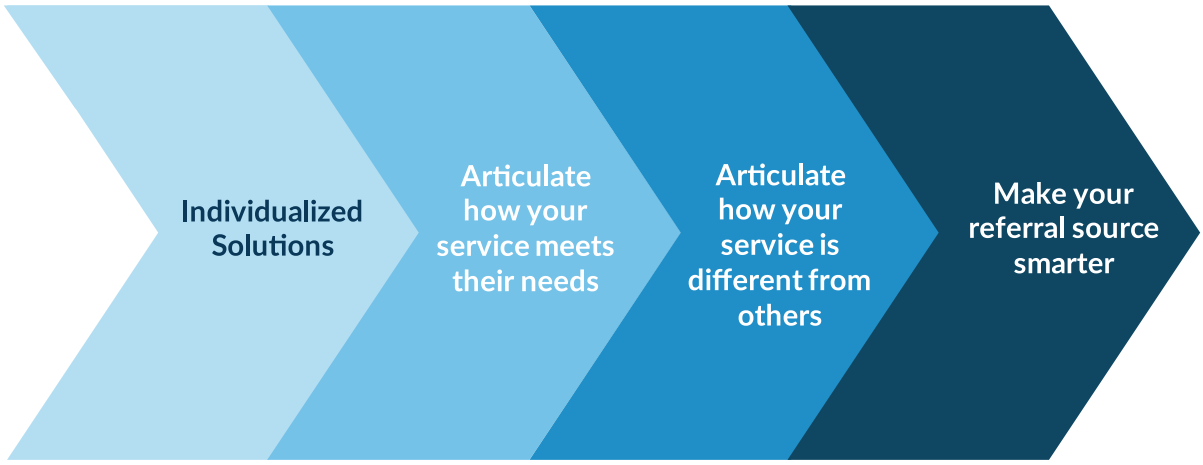
NEEDS ASSESSMENT FUNNEL PRACTICE ACTIVITY

Activity:

Take ten minutes to create a set of funnel drill-down questions for a referral source.

SOLUTIONS

Solutions Concept



Discussion:

- List of Features, what is it, and how does it work
- List of Benefits

FEATURE, ADVANTAGE, BENEFIT PRACTICE

Activity:

Select a service that your agency offers and take 10 minutes to write down all the benefits, advantages, and features. Take turns sharing your FAB with your group. Provide feedback to each other.

GET READY TO CLOSE

Closing: Taking action on the logical next step that you and the referral source have already agreed upon.

There are two concepts in the Closing phase:

1. Closing is not the end of the sales process - what does this mean?
2. Taking action statement - what are some various action statements?

CLOSING

Taking Action Statement

How should we communicate with the patient/doctor/discharge planner?
Who does what?

Because we've gone through the sales process the right way, we can assume the logical next step

Doesn't have to be a "Yes" or a "No"

Set yourself up with a reason for the next call

Close for something small if you're not ready to ask for a referral

Closing Activity:

List one to three takeaways that you plan to implement in your market.

See you on Day 3!

LHC GROUP