

MEDICAL SALES TRAINING FOR TODAY'S SALES FORCE

There are plenty of programs on the market that will train salespeople to sell, but only **Technology Access Partners** will train them to sell medical products.

In today's healthcare marketplace selling a medical product is more than just discussing a product's features. Customers want to know how it will affect their bottom line. That discussion requires your salespeople to have a working knowledge of reimbursement and the business of healthcare.

Technology Access Partners courses teach your salespeople the language of healthcare and helps them communicate both the clinical and economic value of your products. Technology Access Partners courses provide relevant and tactical education that's reinforced through role-play simulations and scenario-based learning.

- Courses can include formal proficiency assessments.
- Select the off-the-shelf version or we can customize for your products.
- Courses can be licensed to run on your internal learning management system (LMS) or for a total turn-key solution, use our SCORM compliant LMS.

Help your sales force succeed and increase your sales.

Contact Martin Gold at 845-369-9833
or by email at mgold@tapllc.com

COURSE OFFERINGS

Speaking the language of healthcare

- Navigating Coding
- Navigating Coverage
- Navigating Medicare

Understanding how your customers get paid

- Navigating Physician Payment
- Navigating Managed Care

The business and decision-making of hospitals

- Navigating Hospitals
- Navigating IDNs & GPOs
- Navigating Capital Budgets
- Navigating The Clinical Champion
- Navigating New Technology Committees

The business and decision-making of ambulatory surgery centers (ASC)

- Navigating ASCs

Don't see a topic in our library?

We can build a customized training program to suit your needs.



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COURSE OFFERINGS

Speaking the Language of Healthcare: Navigating Coding



The language of healthcare is filled with acronyms and strange terms, but in order to successfully sell to hospitals and doctors, you must be fluent in this language.

After completing this course you will be able to identify the primary coding structures that drive payment and reimbursement. This course describes the appropriate use for and the methods by which medical technology is reimbursed under each of the different coding systems.

Speaking the Language of Healthcare: Navigating Coverage



Reimbursement is a complex system involving coding, coverage and payment. The process to get coverage for a new technology varies from one insurer to the next but is often based upon similar principles.

After completing this course you will understand the decision process that Medicare and private insurers use when evaluating new medical technology.

Speaking the Language of Healthcare: Navigating Medicare



As the nation's single largest payer, it is important to understand Medicare's structure, process and payment mechanisms.

After completing this course you will understand Medicare's organizational structure and the process for introducing a new medical technology within the Medicare program.

The Business of Hospitals: Navigating IDNs & GPOs



Integrated Delivery Networks (IDN) each have their own unique purchasing policies that make the sales process very complicated. GPOs can often add another administrative layer or sales challenge when working with your customers.

After completing this course you will understand the structure and buying processes of IDNs and GPOs. You will learn how you can sell more efficiently and effectively to them cutting down your sales cycle and achieve more consistent sales success.

The Business of Hospitals: Navigating Capital Budgets



The Capital Budget is a complicated and lengthy decision process that often requires salespeople to support a year-long sales cycle in order to be successful.

After completing this course you will understand the ins and outs of the hospital Capital Budgeting process. You will learn how to identify opportunities and contingency funds as well as structure a plan of action.

The Business of Hospitals: Navigating Hospitals



If you work with hospital customers, you need to understand their business and recognize their needs and concerns.

After completing this course you will understand how hospitals function and the methods hospital executives use to make decisions. You will be able to recognize the different hospital business models and ownership structures. You will understand the principles of hospital finance as it relates to medical technology.

The Business of Hospitals: Navigating The Clinical Champion



When introducing new medical technology to hospitals it's important to have the support of your key physician or "clinical champion" to facilitate a hospital relationship.

After completing this course you will learn how to evaluate a physician and determine if they are a "Clinical Champion". You will understand how to work with a clinical champion in order to achieve your program goals.

The Business of Hospitals: Navigating New Technology Committees



Challenged by the cost and complexity of new medical technologies, many hospitals have implemented formal review committees called "Technology Management Committees."

After completing this course you will understand the structure and purpose of these committees and how you can work collaboratively with them to introduce new medical products and services.

The Business of Ambulatory Surgery Centers: Navigating ASCs



There has been a rapid growth in the number of new ASCs as certain surgical procedures are moved into the outpatient environment. These facilities often specialize and use a significant number of surgical products. If your products are utilized in outpatient procedures it is important to understand the ASC's unique business model.

After completing this course you will understand the ASC structure and purchasing process. You will be able to describe the current ASC reimbursement mechanisms, contracting methodologies and the impact on medical products.

Understanding Customer Payment: Navigating Managed Care



In this course we will discuss managed care contracting and its impact upon managing payment for implantables and other high tech devices in hospitals, hospital based and free standing Ambulatory Surgery Centers (ASC's).

After completing this course you will understand the role of your customers in the managed care contracting process. You will be able to discuss contracting for New Technology and the importance of payment to your customers and how you can assist your customers in this process.

Understanding Customer Payment: Navigating Physician Payment



When it comes to the sale of medical products, physicians are frequently either the direct purchaser or one of the primary decision makers. Therefore it's important to understand the reimbursement environment in which physicians operate.

After completing this course, you will have a detailed understanding of how a physician receives payment for both the work they perform and the products they purchase. You will learn how CPT codes are structured and valued and the method Medicare and other insurers use to create their payment systems.