

Building Outpatient Referrals: A Sales Success Story



September 25, 2008

12:30 – 2:00 Eastern

Strengthen your sales function...

In a market saturated with competitors, BayCare Health System's outpatient sales model has delivered strong growth in referrals for outpatient imaging and ambulatory surgery. Hear how an outpatient referral development model built on professional sales concepts and best practices has enabled the system to build and retain volume.

Attend this webinar and learn how to:

- View your market and customer environments to build a strong sales structure
- Build a staffing model and infrastructure, with the right staff, training, and compensation incentives, to ensure consistent sales results
- Plan and target your sales strategy
- Utilize data mining and analysis with dedicated staff to ensure your sales team is in the field 90%+!

Proven case study examples grounded in research and best practices demonstrating what has worked along with lessons learned will be featured.

Presenters:

Carolyn Merriman,
President
Corporate Health Group

Laurie Slater
Director, Ambulatory Services
BayCare Health System
Tampa/Clearwater, FL

Who should attend:

Healthcare marketing, physician relations, and business development professionals challenged with implementation or enhancement of outpatient referral development strategies.

