Agenda

- Introductions
- The 4-Leaf Clover
- Use Cases
- Q&A

Speakers

- Karianne Craig
  System Manager of Sales
  Presence Health
- Molly Gaus
  Regional Marketing Director
  Presence Life Connections
- Krystal Guerra
  VP, Marketing
  Marketware

Outcome Based Technology

Designed to help you grow, retain & discover market share across service lines

Physician Relationship Management
Business Intelligence
Patient Marketing

Defining Roles and Reporting Structure
Where do I stand?
“The difference between sales and marketing is that marketing owns the message and sales owns the relationship.”

- John Jarstch, Author, Duct Tape

Marketing & Sales Organizational Structure

Aligning Strategies and Engaging Leadership

Is there anyone out there?

“Most people don’t listen with the intent to understand, they listen with the intent to reply.”

- Stephen R. Covey

Messaging and Allocation of Resources

Do you know what's available?

Strategic Collateral vs Trunk Fillers
Creating Accountability
How do we stay on track?

Avoiding the Blame Game

"Each physician relations representative’s outcomes are reviewed and reported to the CEO and senior management on a quarterly basis. The ability of the individuals team members to interact direction with senior management across the organization has resulted in a feeling of mutual accountability by both executives and reps."

- Mark Lowman, VP of Strategic Development; Baptist Health

Questions?

Thanks for attending. Visit marketware.com to learn more.