

ALIGNING

MARKETING & BUSINESS DEVELOPMENT

DOUBLING YOUR OUTREACH

SUCCESS

marketware^{mw}

Agenda

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





Defining the Roles and Reporting Structure



Aligning Strategies and Engaging Leadership



Messaging and Allocation of Resources



Creating Accountability

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**



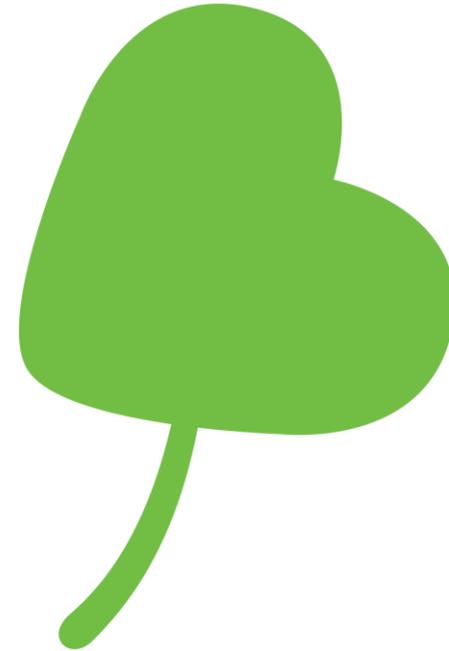
**Business
Intelligence**



**Patient
Marketing**

Defining Roles and Reporting Structure

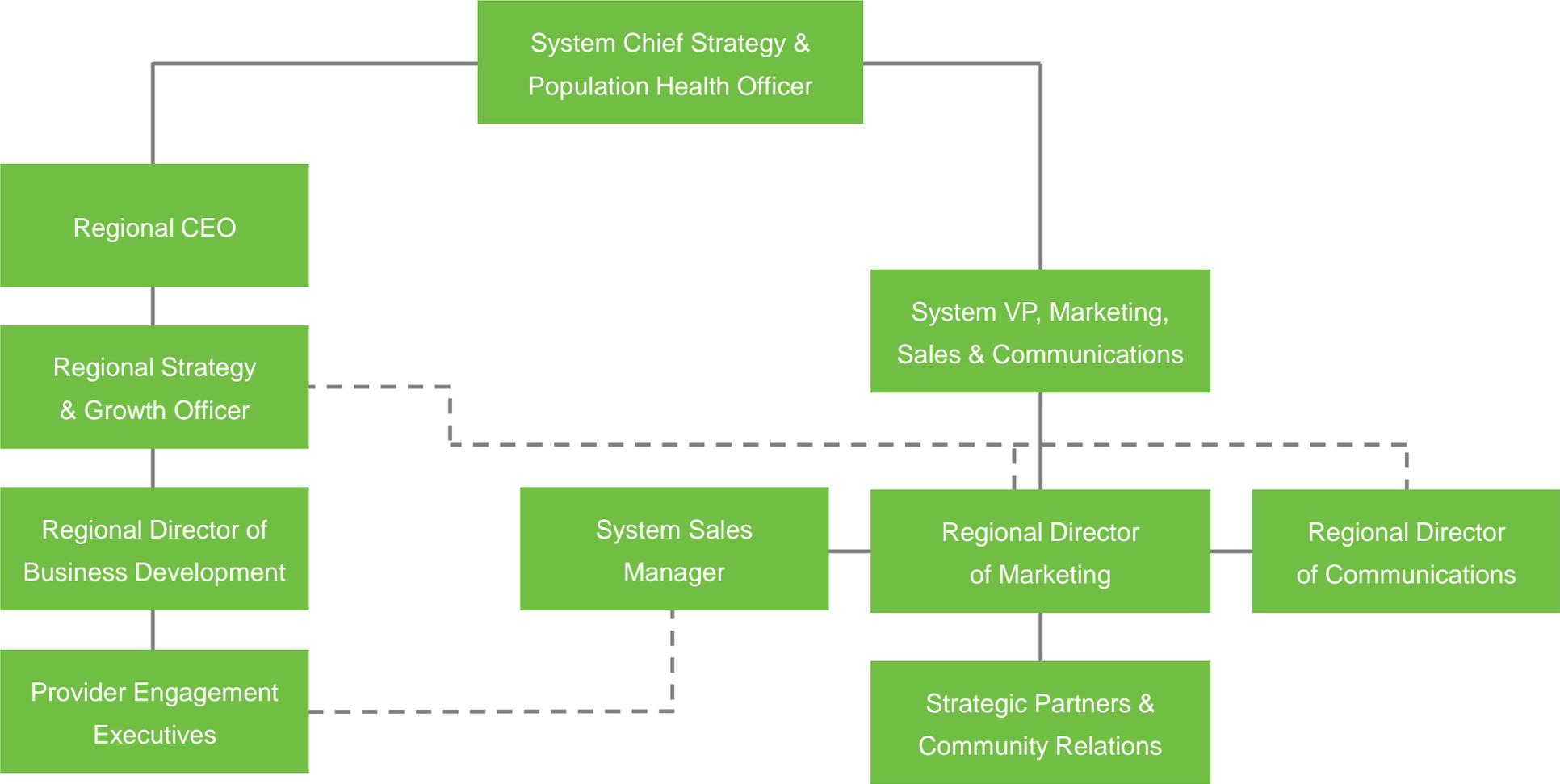
Where do I stand?



“The difference between sales and marketing is that marketing owns the message and sales owns the relationship.”

- John Janstch, 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



Marketing & Sales Organizational Structure

Short-term rehabilitation



Getting you
back home.
Quickly.

Presence
Villa Franciscan
Today counts.



Recover with us.

Presence Villa Franciscan

Conveniently located on this campus, Presence Villa Franciscan offers everything you need in one building:

- Short-term rehabilitation suites
- Skilled nursing care
- Secure memory care unit

Benefit from:

- Seamless transitions from this hospital
- Specialized nursing care
- Personalized therapy
- Delicious dining
- Private and semi-private rooms
- Part of Presence Health, a Catholic

Presence
Villa Franciscan
Today counts.

Recovery made possible.

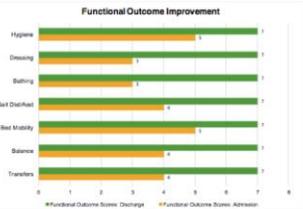
Orthopedic recovery.

Walter Harrell came to **Presence Villa Franciscan**, a Joint Commission accredited nursing and sub-acute rehabilitation center in Joliet, on February 15 after a stay at Presence Saint Joseph Medical Center due to a functional decline following an infection. Focused on recovering quickly and supported by our devoted therapy team, Walter only stayed with us for 24 days.

Prior to his stay, Mr. Harrell was walking with a cane and was independent with his activities of daily living. Upon his initial evaluation he was only able to walk 40 feet with minimal assist and required moderate assistance with dressing and bathing. Upon discharge, Mr. Harrell was back to his prior level of function, walking community distances with his cane and able to complete all his activities of daily living independently once again.



"It's been good for me here. I lost all my strength, I was messed up and lost weight. Now I feel like I'm back to myself again." - Walter Harrell



Presence
Villa Franciscan

Make a referral.
To refer a patient, call 815.725.3400
210 N. Springfield Avenue, Joliet



We're making short-term rehab even shorter.

If you or a loved one are looking for short-term rehabilitation services after joint replacement, heart attack, stroke or surgery, then look no further. We offer 24/7 skilled nursing care, personalized therapy programs, a state-of-the-art gym, deluxe private suites and accept most insurances. **Learn more or schedule a tour at 1.877.737.INFO or PresenceHealth.org/VillaFranciscan.**

Presence
Villa Franciscan

Today counts.

210 North Springfield Avenue, Joliet



Scan now to learn more

Presence Health

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 directly 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?

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