The Health-Care Vertical

Capture net-new business & revamp patient experience

by: Rich Piper, Channel DevTek

Everyone has a personal health-care story. Embrace the power of your personal health-care story and share it confidently with your customers. Reflect on a health event that you or a loved one experienced and delve into the challenges you faced during your care journey.

Among these challenges, three common themes emerge. They're all centered around the coordination of actions across multiple care settings. You undoubtedly had to repeatedly fill out the same medical information at each location, faced delays in receiving necessary care due to information-sharing issues and endured the fatigue of navigating multiple portals for access to each care setting.

Now, consider the intricate details of your story: The timelines, actions taken, frustrating delays, and the potential risks to privacy and accuracy. Envision a world where your health information seamlessly flows, ensuring accuracy and security at every step.

Today, office technology offers significant enhancements to address these challenges and it's your offerings that pave the way for improvement. When engaging with health-care customers, confidently share your story and establish a strong foundation for your relationship. Transition smoothly into a conversation about how your products are at the forefront of progress, overcoming obstacles and empowering patients like your customers — the ultimate beneficiaries of these advancements.

By embracing the strength of your personal health-care story and aligning it with your offerings, you can lead the way in transforming health-care coordination and revolutionizing patient experiences. Your customers will appreciate your authoritative approach and dedication to improving the health-care landscape. Keep in mind that the health-care vertical market is like no other. While print volume is declining overall, it's steady and even growing in health care. This is an opportunity for office technology dealers to leverage their current infrastructures and capture incremental growth.

Dispel the Myths About Health Care

It's time to dispel the misconceptions that have deterred many office technology dealerships from competing effectively in this market. It's unfortunate that these misconceptions persist when, in reality, you possess a distinct advantage that positions you for success.

One prevalent myth is the notion that health care solely revolves around hospitals. Another myth suggests that having a few existing health-care customers is sufficient reason for other health-care customers to choose your services. There is also the misconception that pursuing a verticalized approach in the health-care market requires excessive expenses. Furthermore, it is often believed that competing for health-care business is financially burdensome, with slim profit margins.

Let me clarify that I am not denying the partial truth behind these statements. It's a matter of shifting your perspective and adopting a proven, profitable growth strategy to capture new business in the health-care sector.

To initiate this paradigm shift, divide the health-care industry into three primary categories: (1) acute (hospital); (2) ambulatory (outpatient, e.g., doctor's office, specialist care and urgent care); (3) post-acute and extended care (e.g., skilled nursing facility, senior living, assisted living and memory care).

In any given geographical area, the post-acute and extended-care segment often presents a selling opportunity that is 500 times larger than all acute settings combined. This segment represents the path of least resistance, providing a gateway to secure net-new customers and establish a customer foundation that sets the stage for expanding your market share. Once you've gained net-new customers, leverage this strong base to gain a competitive edge in winning enterprise business, such as hospitals. In fact, it has been proven that this approach yields higher revenue and profit.

The beauty of this strategy lies in the fact that it requires no significant changes to your SG&A (selling, general and administrative) framework, reporting structure, coverage model or head count. Your sales force is already knocking on the doors of these potential customers. It's simply a matter of knowing where to go and what to say.

By debunking these myths and adopting a confident, targeted approach, you can position your office technology dealership as a force to be reckoned with in the health-care industry.

What's Happening in Health Care Today?

Embrace the undeniable confidence and authority surrounding the pressure exerted by legislative acts and programs to drive technology adoption and promote interoperability. The Health Information Technology for Economic and Clinical Health

(HITECH) Act and its meaningful use, the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) and its Merit-based Incentive Payment System (MIPS) and, more recently, the Trusted Exchange Framework and Common Agreement (TEFCA) Act and its Qualified Health Information Network (QHIN), are all catalysts in this transformative journey.

Let's debunk the misconception that interoperability is a burdensome and costly endeavor. That couldn't be further from the truth. Unfortunately, some technology providers selfishly misrepresent interoperability in health care, hindering its adoption, creating confusion and negatively impacting everyone involved: taxpayers, care professionals, technology companies and, most importantly, the patients.

There is an undeniable desire for digital transformation within the health-care industry. Your role in fulfilling this desire is evident through the delivery of verticalized and branded offerings purposefully engineered for health-care workflows. These solutions empower customers to securely, efficiently, accurately and predictably exchange patient information. However, it's crucial to recognize that it's not solely about obtaining technology — it's about consuming technology.

Health-care organizations must be connected to effectively utilize the technology at hand. By partnering with you, they gain the vital connectivity required. Through its utilization, they experience reduced time, decreased costs and mitigated risks. Again, it is the patient who emerges triumphant.

Connecting the Community of Care

Through the accomplishment of crosswalking data elements for business intelligence, a world of net-new targets unfolds before you, grounded in patient-care patterns. This strategic process unveils the care partners collaborating with your customers to coordinate patient care. It all begins with

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harnessing your proprietary data on existing health-care customers and identifying the care organizations they engage with, facilitating patient information exchange.

Craft compelling customer-facing profiles that vividly depict the intricate challenges your customers encounter in managing patient logistics. Expose the multitude of care providers they collaborate with and the diverse technical exchange capabilities these entities possess. By opting to acquire your health-care workflow offerings, customers effortlessly gain access to the secure, accurate and interoperable exchange capabilities they urgently require.

With each triumph, accelerate your momentum by fashioning a geofenced, customer-facing logo slide, asserting your prowess and industry leadership. The next pinnacle of success lies in cultivating the seamless exchange of patient information among your valued current customers — a simple endeavor I aptly term "Connecting the Community of Care."

Exude unwavering confidence as you navigate this transformative journey, revolutionizing the health-care landscape. Your strategic insights and cutting-edge solutions empower customers to break free from the constraints of fragmented information exchange, leading to enhanced patient outcomes and a revolutionized care ecosystem. ∎

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His experience demonstrates a consistent record of success, particularly through expanding revenue streams and propelling companies to become leaders in the market. Piper can be reached at (602) 684-5873 or rich.piper@cox.net.