

UWW AMA Regional Conference 2024

Henry Schein Medical Relational Sales Competition

Key Details

Role Play Format: In-person—After you sign up for this competition, you will be assigned a room and time slot. Please line up at your assigned room 10 minutes before your time slot. Once it is time for you to compete, the door monitor will let you into the room. The door monitor will start the time once he/she hears you greeting the buyer.

Role Play Time Limit: Round 1 – 8 minutes, Round 2 (Finals) – 10 minutes
Round 2 (Finals) will follow the same scenario as Round 1. If you make the finals, consider this a fresh start/re-do, except that you may need to handle more objections in the finals.

Role Play Scenario

Introduction

Welcome to Team Schein! As a new Field Sales Consultant for Henry Schein Medical in Woodbury, New York, you're stepping into an exciting and dynamic role. You've gained valuable insights and knowledge after completing your training last week alongside other new hires and having multiple calls with your manager and fellow sales reps.

Your primary responsibility is to build and nurture strong relationships with medical practices. By understanding their challenges and needs, you can connect them with the exceptional products and services Henry Schein offers. Our unique business model provides solutions that no other distributor can match, helping healthcare providers grow their practices by partnering with us for all their supplies, equipment, and technology needs.

You have been assigned a territory with 200 different medical practices, each currently doing only a small amount of business with Henry Schein. Your goal is to significantly grow these accounts. One of the larger practices on your list, Memorial Health, is up next for a call. You've previously met Sam at the front desk during your initial introduction.

Background Info

Memorial Health has been open for 10 years. They conduct all their transactions with McKesson, a major competitor, and have expressed satisfaction with their current rep. Several years ago, they purchased an Abbott Afinion HbA1c analyzer from Henry Schein to diagnose and monitor patients with diabetes. This has been effective for testing patients on-site, but it's been a challenge for them to manage and monitor their patients between visits.

You've visited their office once and made a few follow-up calls. Sam at the front desk is always polite but very busy, answering patient calls, explaining to patients how to monitor and record

**The scenario for this role-play and the prospect is fictitious and have been created for this competition's use only. Any Names, Roles, and Information on the prospect and product should not be used outside of this competition*

MEDICAL

their health metrics between visits, or scheduling patient visits. Sam has mentioned that the best times to talk are around 10 am and 2 pm when there are gaps in their schedule. During one visit, you wanted to ask about the causes of these gaps, how they attract new patients, and their monthly new patient count, but the conversation was cut short by a visitor.

Recently, you've observed a few modern updates in the office, which are likely due to the arrival of a new associate, Dr. Johnson, who came from another office with state-of-the-art equipment. Sam mentioned that Dr. Johnson might eventually own the practice and is interested in expanding to more locations. You connected with Dr. Johnson on LinkedIn and sent a message, followed by an email requesting an in-person meeting to better understand the needs of Memorial Health.

Your visit with Dr. Johnson, what really happened?

After you emailed Dr. Johnson, you received an appointment to meet in-person. Here is what happened in that meeting:

- The clinic has difficulty monitoring and tracking patient health metrics between visits, making it hard to anticipate and address potential issues before they become critical. As a result, more timely appointments aren't made. This leads to adverse health outcomes for patients.
- The clinic's communication with patients is often limited to in-person visits or phone calls. Patients are not consistently informed about their health metrics or changes needing their attention, and educational resources are not effectively provided, leading to low patient satisfaction.
- He told you that the office was looking to expand its practice. There is pent-up demand from new patients in the area. However, due to low patient satisfaction and inefficient scheduling practices, their revenue was reduced, which led to the expansion plans being put on hold.
- Because of reduced cash flow, they had to let go of their other office assistant, leaving Sam alone to do all the work.
- Sam has been working hard managing the office, helping patients monitor their health metrics, and setting and confirming appointments.
- Sam is a couple of months behind in scheduling follow-up visits for their diabetes patients, which is causing additional issues with cash flow and patient satisfaction.

Their key priorities are enhancing patient care and improving patient scheduling, which will increase patient satisfaction. This will increase cash flow, allowing them to hire more office help and potentially expand the practice.

You provided Dr. Johnson with some information regarding *Henry Schein's* chronic disease management solution, Rimidi, an integrated clinical management platform for remote patient monitoring that addresses some of Memorial Health's key issues.

At the end of your meeting, Dr. Johnson informed you that you would have to meet with Dr. Nelson, the practice's managing partner, to get approval to move forward.

Relational Sales Competition “The Presentation & Close” (THIS COMPETITION)

You are now going to meet Dr. Nelson, the managing partner of Memorial Health and close on Dr. Nelson agreeing to purchase *Henry Schein’s Rimidi integrated clinical management platform*.

Dr. Nelson began this practice over 8 years ago when he purchased it from his mentor. He has been practicing for 40 years total, and is looking to retire. He would like to sell the practice to Dr. Johnson the same way he got it 8 years before. However, this transfer has been delayed. He does not want to retire and leave the practice and Dr. Johnson in a difficult financial position. For now, his future plans are on hold. You have an 8-minute appointment with Dr. Nelson to convince them that Henry Schein’s Rimidi integrated clinical management platform will solve the issues faced by Memorial Health and close on Dr. Nelson agreeing to purchase Henry Schein’s Rimidi platform.

Goals for the role Play

- Build rapport, set Agenda, Confirm decision process
- Needs ID, review last meeting and confirm
- Presentation addressing the prospect's needs
- Gain commitment to the sale and set appointments for installation and training

Note: The installation and training of the Rimidi platform will occur virtually. The whole team can be involved. They will need only 5 hours on a Friday afternoon or whenever they wish. Training times can be customized to individuals' schedules.

Henry Schein’s Rimidi integrated clinical management platform: KEY BENEFITS

- **Health Metrics Monitoring**
 - Automatically collect health metrics from connected devices such as blood pressure cuffs, scales, and blood-glucose meters.
 - Alerts: Notifications when metrics are outside acceptable thresholds – both for the provider and the patient
 - Improve patient outcomes- The provider can proactively ask the patient to come in if needed. Ability to see patient health metric trends.
- **Patient Communication and Engagement**
 - Send texts to patients about issues
 - Provide links for education
 - Requests for appointments
- **Improve patient experience and satisfaction**
- **Ease of Use** (easy-to-use mobile APP)

Henry Schein Medical clients who have implemented Rimidi have seen significant improvement in patient health outcomes and increased patient satisfaction. This has led to positive word of mouth and, as a result, increased new patient appointments. Implementing Rimidi also lowers the workload for front office personnel (Sam).

Additional Details on the Rimidi integrated clinical management platform:

[Rimidi - Henry Schein Solutions Hub](#)
[Solutions | Rimidi](#)

Potential Objections

- 1) We don't have the budget for a new program
- 2) We don't have the time to learn a whole new system
- 3) This seems complicated for our patients to use
- 4) We do all of our business with McKesson

Pricing

	Product	Price per month
Subscription	Rimidi	\$700

Expenses and background information to help justify the price

- Number of appointment slots unfilled each week: 15 slots
- Average revenue per open slot, \$800/slot plus future large case opportunities lost.
- Office manager's additional time spent on tasks that can be automated through the Rimidi APP
 - Answering patient questions and follow up on health metrics tracking - 10 hours per week
 - Sam's hourly pay rate \$20/hr
 - Note: Freeing some of Sam's time will allow them to catch up on the scheduling issues.

Judging Rubric

OPENING/RAPPORT 10 points

- Greeting and Rapport appropriate in length and topic
- Captured customer's attention

PRESENTING INFORMATION 45 points

- Presented an outline/agenda for the meeting
- Gained commitment to continuing meeting agenda
- Summarized prior meeting, information, and any changes
- Utilized open-ended questions to learn more about the prospect's situation
- Engaged the prospect in the presentation
- Presented appropriate product information to meet needs uncovered before
- Demonstrated "fit" between the prospect concerns and the product solutions
- Used trial closes to gauge interest and "buy-in"

GAINING COMMITMENT 30 points

- Asked commitment questions to reinforce the value of the meeting for the prospect
- Gained commitment to move forward with the outlined plan
- Responded to objections clearly by re-stating/clarifying the objection, handling, and confirming
- Explained the next step in implementation

OVERALL 15 points

- Professional in dress, demeanor, and manner
- Verbal communication (voice volume and pace)
- Listening skills
- Non-verbal (eye contact, mannerisms, presence)
- Flow (logical and natural flow to the meet)
- Utilized materials, visuals or other means to present the product