

OPERATIONAL EFFECTIVENESS FOR HEALTHCARE



VOLUME 12, JANUARY 2012

This monthly newsletter is designed specifically to help healthcare executives and business owners raise the bar within their organizations by providing insights on how to improve performance and **maximize operational effectiveness and profitability.**

CASE STUDY

The Situation

A healthcare organization needed help streamlining interactions with customers and creating a better process for managing customer relationships and assessing new opportunities.

The Intervention

Andrew worked with the organization to identify what processes were currently in place and where improvements needed to be made. He then met with each of the stakeholder groups to identify any potential challenges or other considerations with implementing the new strategy. Education and training processes were developed, including one-on-one coaching with specific individuals and role-play situations, as well as ongoing teleconferences and in-person meetings to practice and reinforce the strategy.

The Results

The strategy was successfully implemented in just three months and customer satisfaction improved significantly. More importantly, the business thrived by attracting new customers and building stronger, long-term relationships with existing ones.

ABOUT ANDREW MILLER

Andrew Miller is a well-known consultant, writer and speaker who has successfully helped world-class organizations dramatically accelerate results and improve the speed, performance and efficiency of their organizations. His healthcare clients include renowned hospitals, shared service organizations, group purchasing organizations, private clinics and government institutions.

As a thought leader in the healthcare industry, Andrew provides tremendous value to his clients by using his experience from both the private and public sectors to help maximize their strategic and operational effectiveness.

CONTINUE THE CONVERSATION



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INSIGHTS

What insights can be drawn from the case study above and how might they be applied elsewhere?

When implementing any strategy, it is important to recognize that successful change does not happen overnight. It requires patience, support, and people to champion it through to completion. Here are two things you should do when implementing new strategies within your organization:

Provide live situations to reinforce learning principles

People are not going to change their behaviour after only one workshop or training session. Sustainable change only happens when stakeholders are involved in the implementation process and are able to practice new skills and principles in a safe environment. Role playing, mentoring and one-on-one coaching are very effective ways to reinforce new behaviour through repetitive practice.

Provide support and tools

Strategies do not implement themselves. It is important to provide tools to help reinforce the new strategy. It could be a checklist of steps for a new process or a script about how to talk with customers. Tools like these will help accelerate the successful implementation of a new strategy.

VIEWPOINT

How to Accelerate Results in 2012

We all want 2012 to be a better year than 2011. Here are 10 ways to accelerate results this year:

1. Never finish a meeting without setting up the next one. If someone tells you to get back to them in a few weeks, push back and set up a meeting then and there. This will save you one or two months of follow-up before finally getting together again.
2. Choose one thing that you dread doing and just do it. Maybe you have been putting off calling a customer or writing an article, but you need to get over it. Just do it and get it over with. Commit to reducing procrastination in 2012.
3. Call your best customers and suppliers and wish them happy new year. Most customers expect a call only when you are trying to sell them something. Just call to wish them a happy and healthy holiday season without any strings attached.

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VIEWPOINT (CONT.)

4. Select five companies that you want as customers in 2012. After you have picked them, go out and find a connection who can introduce you. Comb your network to find an entry point. Referrals are the quickest way to accelerate the sales cycle.
5. Write down three goals or principles you want to follow in 2012. Once you have them written down, start thinking about how to achieve them or incorporate them into the way you do business from that day forward. Review them every month to ensure you are still working towards them.
6. Plan at least one vacation for 2012. Start looking at dates and locations now so you have something booked that you can look forward to. No one is too busy to take a vacation (even if you think you are).
7. Treat yourself to something nice. Go out for a nice dinner or buy that iPad you have been thinking about. It was a hard year and you need to reward yourself for a job well done.
8. Pick two areas you want to improve on in 2012. You might want to become more assertive or improve your marketing efforts. Develop a plan for improving in whatever areas you choose and start executing it immediately.
9. Find a new way you can better serve your customers and clients. This might mean a new service or product offering, or enhancing one you already offer. Have some new and fresh insights to discuss with customers and prospective customers the next time you speak with them.
10. Pick one new way you are going to reach out to prospective customers. Start a newsletter, join an industry association, do more speaking engagements or write a provocative article every month. Choose one way to reach out and move forward.

Even if you pick only one or two items from the list above to follow through on, it will still help improve your results immediately. Make a commitment to change in 2012!

ON ANDREW MILLER

Recent articles

Read my latest article on **Selling to a Changing Healthcare Customer**. [Download it here](#).

You might also be interested in my recent article on how the typical RFP process is flawed when purchasing technology. [Click here](#) to read it.

Upcoming Events

I will be hosting a teleconference series in 2012 that will cover some important issues relating to how organizations can improve profitability and performance. Topics will include how to be the top dog in your industry, how to segment customers and target more profitable opportunities and how to build stronger relationships with customers. More details to follow in next month's newsletter.

Happy new year and here's to a healthy and prosperous 2012!