



CASE STUDY / ALLSCRIPTS VALUE-BASED CARE SALES TOOL

Allscripts, a healthcare information technology company, wanted to better equip its sales team to succeed in today's dynamic healthcare regulatory environment. As prospect and client hospitals increasingly began to move from fee-for-service to fee-for-value care models, we helped Allscripts train its sales team with a contextual selling tool so they could spot and win more deals.

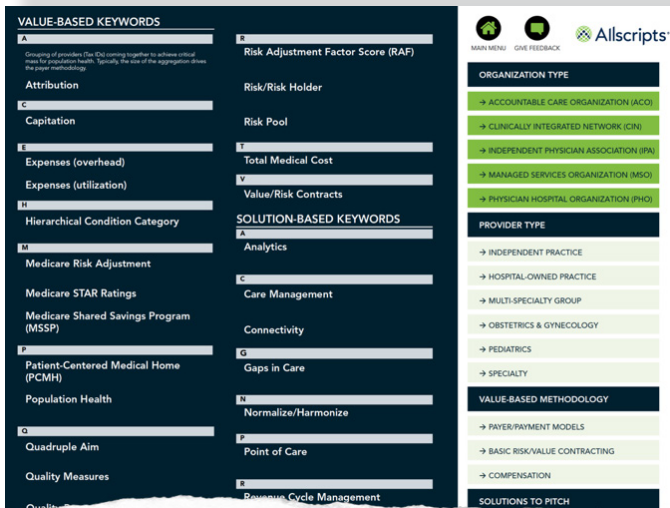
THE CHALLENGE

Allscripts had many new sellers in their ambulatory business unit. Allscripts had also just added a new healthcare information exchange (HIE) solution to its physician practice offerings, one especially compelling for fee-for-value care models. Allscripts was looking to teach the new Sales team about the solution portfolio, including the new HIE solution, and guide them on what to pitch in specific situations. Allscripts also wanted to teach Sales the differences between common targets like Managed Service Organizations (MSOs), Accountable Care Organizations (ACOs), and independent practice associations (IPAs).

WHAT DID PEARSON DO FOR ALLSCRIPTS?

After meetings with leadership, we determined that the new Sales reps needed a guided selling tool that would help them quickly get up to speed. We suggested a format that Sales would be able to use real-time during conversations: an interactive PDF that allowed sellers to click through as they heard certain keywords during their prospect and client conversations. This guided selling tool also allowed Sales to highlight terms they were hearing in their conversation, immediately see a definition of the term and possibly relevant solutions. It was built as a simple interactive PDF, which allowed for fast execution and did not require months of development or approvals by IT.

We then worked with subject matter experts to develop and create content for the key solutions, targets, common industry terms, and personas. This content included definitions of common value-based and solution-based keywords, organization type and provider types, and value-based methodologies. Each value-based and solution-based keyword has its own page with more information and related organizations, practices, methodologies and keywords. Each organization, practice, and methodology type had its own page, with strategy, solutions to pitch, ROI information, talk tracks by role for the organizations,



Clicking on a keyword ("aggregation," in this example) highlights relevant organizations on the right and immediately brings up a definition of the term.

target market opportunities for the practices, and ins and outs of each of the methodologies, including payer/ payment models, basic risk/value contracting, and compensation.

After developing the content with solution leaders, we then presented the guided selling tool to management to gain their buy-in and demonstrate how the tool would work in a value-based care Sales conversation. Management loved it and wanted to implement the tool and begin training right away. We helped showcase and demo the guided selling tool at the Allscripts annual Sales kickoff conference to train the reps in real-time, walking through a mock conversation with a prospect. Sales was enthusiastic about the tool and eager to use the content to position themselves as strategic partners in their prospect conversations. Meanwhile, other business units at the conference heard about the guided selling tool and were eager to replicate something similar for their teams.

WHAT WAS SIGNIFICANT?

Our guided selling tool helped the Sales reps get up to speed on the ins and outs of value-based care, a very complex subject, enabling them to position themselves as strategic partners to their clients and prospects and more powerfully position Allscripts solutions.

With this guided selling tool, Allscripts has been able to:

- Harvest knowledge from subject matter experts for the benefit of Sales and Solutions teams in the physician practices business unit
- Help new Sales reps get up to speed quickly and provide an easy reference option for their prospect conversations
- Position Sales teams as more knowledgeable partners that can add value to prospects and clients seeking to enter value-based care contracting
- Enable guided selling to happen real-time with an interactive PDF featuring common keywords to click through during conversations
- Stir Sales excitement with an interactive tool that other business units ended up wanting to emulate

With this tool, Allscripts sellers have been able to better demonstrate their knowledge and expertise to prospects and clients, enabling them to more effectively differentiate from their competitors.



Clicking on a relevant organization brings up a description, strategy, solutions, ROI information, and talk tracks for the major players.

HERE'S WHAT YOU NEED TO DO.

If you want to equip your field, call **Jenee Gatto** today at **408-540-5305**. Or, if you'd like to explore more contextual selling best practices such as strategic messaging, high-value pursuit support, sales playbooks and guided selling tools, visit us at www.contextual-selling.com.