

H2 Market Reset

Your mid-year growth checklist

A practical reset for post-acute sales and marketing teams — seven moves to pressure-test your growth strategy before the back half of the year gets away from you.



The calendar just flipped to the back half of the year. For post-acute growth teams, that's not a checkpoint — it's the stretch where annual targets are won or lost.

The plans you set in January were built on January's market. Six months of referral shifts, competitive moves, and census swings later, the smartest move usually isn't to push harder on the original plan. It's to reset around what the data shows right now.

Connecting fragmented data into a single, current view of your markets is what separates teams that finish strong from teams that spend Q4 chasing. Use the checklist below to pressure-test your H2 strategy — and point your team at the opportunities that can actually move the number.

The Checklist

Seven moves for a stronger second half

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Reassess your market position

Before you set new targets, get an honest read on where you actually stand in your markets today.

 - Pull current market share by service line and compare it against where you started the year.
 - Map which territories gained ground and which quietly slipped.
 - Flag any shift in referral patterns that signals a new competitor or a changing care pathway.

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Audit your referral network

Your referral base looks different than it did in January — make sure your team knows exactly how.

 - Separate active referral sources from those that have gone quiet since H1.
 - Identify high-value accounts sending volume to competitors instead of you.
 - Spot under-penetrated sources where one strengthened relationship could move the needle.

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Recalibrate your growth targets

Reset goals against real market opportunity — not last year's spreadsheet.

 - Compare H1 admissions and census against the targets you committed to in January.
 - Rebuild H2 goals around the addressable opportunity in each market.
 - Make every rep's number specific, visible, and tied to the accounts that can deliver it.

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Sharpen your pipeline

A clean pipeline beats a crowded one. Focus reps on the opportunities that can actually close.

 - Clear out stale opportunities that have stalled for two quarters or more.
 - Rank open accounts by conversion potential, not just by size.
 - Connect rep activity to outcomes so effort follows impact, not just visit counts.

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Re-engage your highest-value partners

The relationships behind your best referrals deserve attention before they cool, not after.

 - Prioritize the physician groups, ACOs, and facilities driving your quality referrals.
 - Schedule mid-year business reviews with the partners who matter most.
 - Get ahead of any at-risk relationship while there's still time to turn it around.

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Align sales and marketing

Growth accelerates when both teams are pointed at the same accounts with the same data.

 - Confirm sales and marketing are working one shared list of priority accounts.
 - Put current market intelligence in front of liaisons before every call — not after.
 - Coordinate outreach so every partner hears one consistent message.

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Build momentum into the back half

A reset only works if it sticks. Turn the checklist into a rhythm your team runs every week.

 - Set a standing cadence to review the data, not just the activity log.
 - Surface and celebrate early wins to keep the team energized.
 - Keep the focus on measurable outcomes — admissions, census, and care coordination that show up in patient results.

The Right Mindset

Growth follows the right data

The teams that win the back half aren't the ones working the longest hours. They're the ones connecting fragmented data into a clear picture of where the opportunity is — and embedding that intelligence directly into the way their reps work every day.

