Pairing CRM with Market Insights

5 Solutions to Solve Post-Acute Organizations' Biggest Challenges

Trella HEALTH

Home Health Care News

For post-acute organizations to grow their admissions, they must first improve their relationships with referral sources to increase market share and, hence, expand each referral partner's use of services. This requires a powerful and efficient sales and marketing strategy. And like other home health agencies, your organization is likely facing common challenges in those areas. These include:

Targeting The Right Referral Sources

Capturing Key Data

Accurately Surveying The Market Landscape

A Customer Relationship Management (CRM) solution will streamline your sales and marketing efforts and increase productivity. While a lot of factors play into your agency's growth, the formula for success can be whittled down to a simple approach:

Territory Management + Call Volume + Technique = Growth

A CRM solution with market data can alleviate common challenges and help your organization develop and sustain scalable growth through data-driven sales and marketing. This white paper will show you how, through five key solutions.

Challenge #1:
Identifying Top Referral Targets

The challenge: A territory plan that lacks market data on referral sources leads to an inefficient targeting strategy and the critical insights necessary to provide direction to your sales team.

The solution: When creating a territory plan, your first priority should be ensuring your team is focusing on the right referral targets. Market data provides accurate information to base these strategic decisions to allow smarter territory plans backed by facts, rather than assumptions or guesswork. This data should include insights on the patient mix they see and their potential referral opportunities.

"When it comes to market insights, I learned early the value of finding specific referral targeting information that we could use to grow our business," says Michael Owens, Vice President of Business Development for Careline Health Group. "I look through the data to find physicians, nurse practitioners, and PAs that are very active in the community for the patient types we serve."

Market insights also allow home health operators to see what's going on in the competitive marketplace and where patients are going. This helps operators see their market share compared to competitors.

"A rep may be seeing the right accounts, but if those accounts are still referring a lot of patients that we're not getting, a next step is to find out what physicians are in those accounts and who is in their post-acute network," says Wendy Mulvihill, Director of Sales Administration and Analytics for Care Hospice. "It's great to be able to see the real numbers of what's going on in the referral landscape, and you get better visibility and direction from market claims data."

Challenge #2:
Time Management and Prioritization

The challenge: Sales reps struggling with time management and identifying where their time should best be spent.

The solution: In addition to identifying the top accounts and prospects to nurture, a CRM with market insights allows a home health agency to prioritize its account list, giving managers the ability to instruct sales team members on their time management.

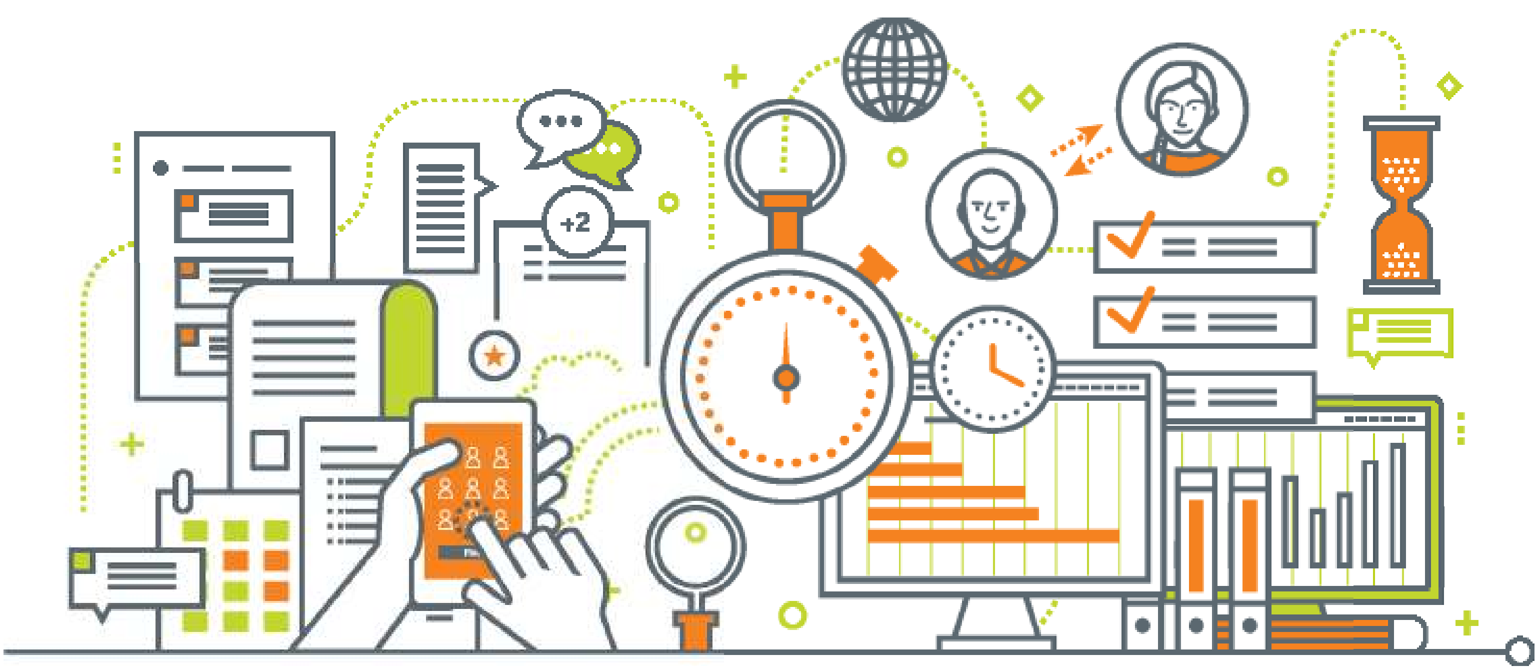
"A CRM justifies our productivity and gives us more visibility as to where the reps should be spending their time," Mulvihill says. "Data gives our team direction and provides key takeaways."

How to use market data to prioritize your accounts

With the right market data, agencies can prioritize their account lists in three levels:

A-level accounts: Top referrers
C-level accounts: Lowest referrers
B-level accounts: Steadily in the middle

"If it's an A account, which we're saying is about two to three referrals a week, we evaluate how many times reps are visiting versus those B and C accounts," Mulvihill says. "It's important to track the amount of time being invested."



Challenge #3:
Account Documentation

The challenge: Turnover of sales team members result in loss of knowledge and insights on the existing relationships with referral partners, thus damaging the relationship.

The solution: Without documentation of referral management activities, critical referral source knowledge and relationships can be wiped out when a marketer quits, causing an unnecessarily long wait for new marketers to get up to speed with referral sources.

“The challenge with bringing on new people is not having a way to facilitate good habits,” Owens says. “A functional tool, like a CRM, provides a new sales rep with insight into who their accounts are as they prepare for visits. This allows the rep to feel prepared by having the ability to look more deeply at what’s going on with that account, and any contacts associated. That investigation tool is critical for their planning.”

A CRM captures all the key information, allowing home health agencies to see:

- **Every interaction**
- **Each participant**
- **All topics of discussion**
- **The purpose of the call**
- **The outcome of the call**
- **All data around how many referrals and admissions resulted from that work**

Even if the salesperson on that account leaves, all that knowledge stays and new team members that join are already set up for success.

On the flip side, managers and leaders should know how the team is performing, too. With a CRM, agencies can search for the specific role and detailed information for both the team and individuals. Without a CRM, extensive time is spent collecting reports that could be spent elsewhere.

> **“The challenge with bringing on new people is not having a way to facilitate good habits.”**
>
> **Michael Owens**
> Vice President of Business Development
> Careline Health Group.

Challenge #4:
Establishing Best Practices

The challenge: Finding a method for tracking and repeating successful visits due to lack of transparency on what activities were effective.

The solution: BBest marketing practices include a strategy that outlines an agency's Key Performance Indicators (KPIs), allowing operators to track and measure success with accountability and transparency. Your strategy should have clearly defined goals and objectives for every team member. These goals should be SMART:

Specific **Measurable** **Achievable** **Relevant** **Time-based**

A CRM allows you to input all this information and set up your dashboard to focus on those key metrics, then track to ensure team members are set to meet their goals. It also allows the information to be easily accessible, even on mobile devices.

"Having a CRM is vital, allowing you to say, 'What have I done at this account in the past? What results did that achieve for me? What do I need to do to take it to the next level?'" Owens says. "That, to me, is what a CRM should help facilitate: that kind of thought process and the ability to document so that when you go into the next iteration of that relationship continuum, you have everything at your fingertips to prepare yourself for a meaningful conversation."

What to do before a call

Before a call, have a solution in mind that you're going to present, with questions already mapped out leading to that solution. Even if an activity is unsuccessful, it should be documented in the CRM as part of this pre-call plan.

Post-call documentation should involve:

- What happened
- With whom
- What actionable steps will happen next time

A CRM provides a path from pre-call planning through the sales call through the post-call documentation for every single interaction, where a strong post-call plan leads to the next great pre-call plan.

Challenge #5:
Proving Your Value

The challenge: The inability to communicate your agency's value proposition.

The solution: A CRM helps you become a valuable resource for your customer. Whether that customer is a referral partner, a community partner or a patient, home health agencies must define value propositions for their audience and ensure their team is able to articulate that value.

The best way to approach needs-based selling is to ask smart questions, present benefits and start with the solution in mind.

"With market insights, you have a strong understanding of what's going on in the market," Owens says. "I can evaluate a county, see who the providers are, and also utilize insights on those providers for presentations that will set the stage for our next conversation. One is best served by using these insights to formulate questions rather than statements. Don't tell the customer what you know about them. Ask relevant questions and let them tell you what you need to know based on their contemporary circumstances."

In addition to having the insights, conveying them to your partners is just as critical and can create a stronger, trusting relationship between your organization and your referral partners.

"We've put together presentations that have included market data and the reactions we get from referral providers are great," Mulhivill says. "We have even received new contracts because they were so impressed that we had all that information. It has been a very successful tool for our team."

> **"Don't tell the customer what you know about them. Ask relevant questions and let them tell you what you need to know based on their contemporary circumstances."**
>
> **Michael Owens**
> Vice President of Business Development
> Careline Health Group.

A CRM solution can help alleviate common challenges with sales and marketing in post-acute care by streamlining efforts, boosting productivity, and capturing the key data you need to drive strategic decisions. Tapping into this powerful technology to help with territory management, call volume, and sales techniques can fuel your agency's growth.

If your organization is looking to grow market share with the top accounts and prospects to nurture, reach out to us to learn how Trella's solution, **Marketscape**, provides your sales and marketing team with three key benefits: Market Insights, CRM, and EHR Integrations.

Contact us

info@trellahealth.com | www.trellahealth.com/demo.

About Trella Health

Trella Health's unmatched market intelligence and purpose-built CRM allow post-acute organizations to drive more effective performance and growth. With market visibility, post-acute organizations can identify the highest-potential referral targets, pursue new markets, and monitor performance metrics. Paired with CRM and EHR integrations, business development teams can better manage referral relationships to advance their organizations with certainty.