Know Your Customer’s Business

Healthcare

Real financial intelligence changes the game
Healthcare Clients
- Medtronic
- Dräger Medical
- GE Healthcare
- Cardinal Health
- McKesson
- Abbott Laboratories
- Owens and Minor
- Stryker
- B. Braun Medical
- AmerisourceBergen
- Cook Medical
- Steris
- Allscripts
- Amerinet
- Becton Dickinson
- Medimmune
- Covidien
- Karl Storz
- Gambro
- AbbVie
- Smiths Medical
- Edwards Lifesciences
- Acelity

Markets Served
- Hospitals and Integrated Health Systems
- GPO - Group Purchasing Organizations
- Hospital OR - Supply Chain
- Pharmacy (Retail, Alternative Care, Hospital)
- Pharmaceutical Sales and Territory Management
- Physician Office and Medical Clinics
- Clinical Supply Chain
- National Retail Accounts

APG has implemented our financial and value selling solution for more than 200 of the Fortune 500 companies across 30 industries. Following is a partial list of our clients:

- Abbott
- Anheuser Busch
- Air Liquide
- BASF
- Bank America
- Bell Helicopter
- BMC Software
- Black and Veatch
- Brunswick
- Cardinal Health
- Coca Cola
- Cooper Tire
- Covidien
- Delta Airlines
- Ecolab
- GE Aviation
- GE Water
- Grainger
- HP
- IBM
- ITW
- Johnson Controls
- Lubrizol
- McKesson
- Parker-Hannifin
- Pepsi
- Rohm and Haas
- SCA Tissue
- Schlumberger
- Siemens
- Steelcase
- Stanley Black and Decker
- Textron
- The HON Company
- The Timken Company
- UPS
We Know Healthcare

The healthcare industry is under unprecedented pressure to cut costs, optimize capital, and provide increased levels of quality services and improved patient safety. As the full implications of healthcare reform are understood, hospitals, pharmaceutical companies, large distributors, and equipment manufacturers that serve them, must all find new ways to compete.

We believe there are six key trends that will drive the healthcare sector now and in the future:

- Focus on patient safety – hospitals will dedicate themselves to preventing medical errors and improving patient safety.
- Cost containment – as medical inflation and volume growth increase costs and reimbursement rates are cut, the industry will focus on doing more with less.
- Electronic medical records – transportable e-records will become a reality.
- Uninsured – will increase the burden on the system.
- A focus on profitability and return-on-investment.
- The race for capital will hinge on quality, efficiency, and customer focus.

For 25+ years, Aarthun Performance Group, Ltd. has helped blue chip heathcare companies install innovative and profit-centered solutions to compete on a whole new level. No other company has more experience or is better equipped to assist you in selling effectively through this turbulent and rapidly changing market environment.

We have delivered our customized financial and business simulation for a number healthcare markets including:

- Hospitals and Integrated Health Systems
- Hospital OR – Supply Chain
- Pharmacy (Retail, Alternative Care, Hospital)
- Pharmaceutical Sales and Territory Management
- Physician Office and Medical Clinics
- National Retail Accounts

We Get Results

This brochure outlines the kinds of results we have achieved for our blue chip clients. We have documented and validated millions of dollars of profit impact by our customers after installing our system. Whether it is growing profitable revenue, improving margins, or calling on higher level decision makers to drive sales productivity, we install systems that get results.

About Aarthun Performance Group, Ltd.

Aarthun Performance Group, Ltd. (APG) develops and customizes high impact, financially oriented, sales and professional/managerial training programs that deliver bottom line results. We are currently working with nearly 200 of the Fortune 500 companies across 30 industries. Our mission is to help our customers create better business people. We are working with nearly 20 healthcare industry leaders. Through our work we have been able to build an unparalleled expertise in the development and installation of financial and value selling methodology that helps our clients drive one or more of the key measurements including selling multiple products and services, at higher margins, to higher level economic decision makers.

We have listed below just a few of the advantages of working with APG:

- We understand value creation and how to execute profit improvement strategies that produce results in healthcare.
- We customize our financial and business simulation to your customer’s key financial drivers, which directly align to their corporate strategies.
- We generate greater ‘connectivity’ and understanding of how value is created uniquely for your organization and for your customers (based on economic factors, key metrics like ROA, ROE, and Shareholder Value).
- By customizing your financial simulation and linking value selling to the unique financial drivers of your customers, your salespeople are able to identify, quantify, and present value-based solutions built around the customer’s financial needs.
- We focus on outcomes and ensure the learning is translated into financial results.

Aarthun Performance Group, Ltd.

20329 SH 249, Suite 210
Houston, TX 77070
Phone: (281) 580-5705
www.aarthun.com
**Dräger Medical**

The Dräger Medical division’s product range covers anesthesia workstations, ventilation equipment for intensive and home care, emergency and mobile ventilation units, warming therapy equipment for infants, patient monitoring equipment, IT solutions, and gas management systems.

Dräger Medical needed their account managers to sell higher and to provide a stronger ROI-based business case to win more business from existing customers and to break into new accounts. Through our Hospital Business Simulation, their account managers identified key issues like operating room downtime, over usage of anesthetic agents, and ICU length of stay for cardiac surgery patients which allowed them to build Profit Proposals that helped differentiate them from key competitors.

**Impact:**

- Dräger Medical account teams generated more than $64.7 million in profit improvement for their customers in the first year which helped them win $14.9 million in new revenue against their closest competitor.

**The Top Five Best Sales Practices**

Our healthcare industry sales financial literacy and value selling system The Profit Specialist® has been used by industry leaders to enable their salespeople to sell higher and compete on the total economic value they deliver to their customers.

Based on our work with these healthcare market leaders, we have found that the top five best practices by the best salespeople include:

1. **Selling multiple products and services.**
   
   Your best salespeople sell everything to meet the customer’s needs. We have found that just a 5% boost in additional services drives significant revenue acceleration, and at a lower cost.

2. **Selling higher.**
   
   By selling to high level economic decision makers, the sales cycle is shorter by as much as 50% and projects are much larger.

3. **Improving competitive win/loss ratio.**
   
   When salespeople call higher, competition is reduced by 75% (fortunately competitors are stuck at lower levels).

4. **Protecting margins.**
   
   When salespeople are calling higher and dealing with people who are focused on value - not just price, they do a better job of protecting pricing and improving margins. We have found that every 1% in pricing protection can mean up to 10% in increased operating profit.

5. **Retaining your best customers.**
   
   All of the prior best practices become the glue to retain your most profitable customers.

Our research shows that financial knowledge is the catalyst for achieving these 5 best practices. Understanding the economics behind your customer’s business is the only way to align your value with their financial goals.
Optimizing samples and managing costs

Cook Medical account teams were able to identify over $8 million in profit at improved Territory planning and maximizing revenue that averaged more than $620K per cus

Abbott Corporation account managers were able to drive significant revenue growth Installing call planning best practices

We helped Cook Medical Learning how to identify the right physicians and local pharmacies

As a result of the current economic downturn, selling pharmaceutical products has become more difficult. Overall healthcare costs are skyrocketing as physicians, healthcare providers, and pharmacies are under intense pressure to provide high quality services while managing their costs, reimbursements, and patient loads.

To win in the market and to achieve profitable growth, pharmaceutical salespeople must understand how they impact the profitability of their company while providing world class service, information, and expertise.

We customize a business simulation around your key financial and business issues to help sales reps understand how they impact revenue growth by optimizing sample use, reduced costs through better management of their territories, and how they impact return-on-capital.

The program focuses on:
- Territory planning and maximizing revenue
- Learning how to identify the right physicians and local pharmacies
- Installing call planning best practices
- Optimizing samples and managing costs

GlaxoSmithKline - Pharmaceutical Sales

GSK ranks as the world’s second largest pharmaceutical company and markets 50 key prescription drugs across nine major therapeutic classifications. To address the need for revenue growth and managing the effects of tighter reimbursements, they turned to APG to help their district managers and territory managers sell profitably to physician’s offices, pharmacies, and hospitals.

GSK territory managers needed to understand how physician practices make money as well as the impact that salaries, too much inventory, and other business costs have on their business. Better communication and coordination of call routing and budget allocation allowed them to call on the right physician at the right frequency and to allocate the right resources.

Impact:
- Territory managers improved their utilization rates on their budget-per-product by 10%, driving significant expense reduction while doing a better job of defining customer value on an individual prescribed basis.

Impact:
- Cook Medical account teams were able to identify over $8 million in profit at improved pricing during 2009.

Abbott Diagnostics

Abbott Corporation provides diagnostic systems and tests manufactured and marketed to blood banks, hospitals, commercial laboratories, physicians’ offices, and alternate-care testing sites.

We helped Abbott Corporation account managers understand the economics behind their customer’s business and how things like workflow and efficiency can directly impact a customer’s ability to generate test results without significant interruptions or delays. They were able to quantify things like inefficient personnel practices, ineffective training, laboratory layout issues, and lack of sufficient IT data. By quantifying the financial impact of these key business issues, account managers were able to sell the total value Abbott delivers and expand their business through key target customers.

Impact:
- Abbott Corporation account managers were able to drive significant revenue growth through stronger ROI-based Profit Proposals that averaged more than $620K per customer.
B. Braun Medical

B. Braun Medical manufactures and distributes a wide range of IV systems and accessories, pharmaceutical devices, dialysis machines, critical care products, vascular access, and Interventional product lines, as well as outsourced pharmacy services. They target hospitals, outpatient surgery centers, and home care services.

Through our Hospital Financial Simulation, salespeople learned to quantify the financial impact of their solutions to such problems as medication errors, equipment failures, lost billing costs, and asset underutilization. Their solutions helped customers increase patient revenue and lower labor costs related to nurses, pharmacists, and technicians, as well as improve overall efficiencies through their Clinical Value Analysis.

Impact:
- As a result of our program, B. Braun increased sales by 15% and improved pricing for three years at 3% per year. In the first year alone, they were able to deliver more than $20 million in documented profit improvement for their customers.

BD - Becton, Dickinson and Company

BD is a global medical technology company focused on improving drug delivery, enhancing the diagnosis of infectious diseases and cancers, and advancing drug discovery. BD develops, manufactures, and sells medical supplies and diagnostic products.

The Diagnostic division asked us to deliver our Hospital Business Simulation customized to their business to help their sales team identify and quantify all of the areas where their products impact hospital financials. They focused on pre-analytical issues, employee and patient satisfaction, specimen quality, inventory management, and increased hospital reimbursements for routine clinical tests. They were able to quantify significant profit impact in the areas of increased patient revenue, expense reduction, and employee productivity.

Impact:
- BD salespeople were able to document more than $30 million in profit improvement for hospital customers. This delivered more than $11 million to BD’s bottom line.

Abbott Nutrition

Abbott Nutrition develops and markets a wide range of science-based infant formulas, medical nutritionals, nutrition and energy bars, and related products to support health and wellness. It is a highly competitive market and the cost of doing business has continued to increase.

To refocus the sales force on growing the business profitably, they brought together 1,400 salespeople, sales operations, marketing and product managers in 2009 to experience a 3-year financial simulation built around their business and their customer’s business. The goal was to help them understand how cash flows through their business and their customer’s business including Pediatric, Therapeutic, and Retail markets, and how they can directly impact profitability by delivering value.

Impact:
- Abbott Nutrition achieved record sales in 2009 and market leadership in several of their major product lines. More than $6 million was achieved in the first six months of the program as the sales team focused on reducing product returns, improving margins, and delivering improved service.
Pharmaceutical Distribution

Major pharmaceutical distributors consolidate pharmaceuticals from hundreds of manufacturers for site-specific deliveries to retail pharmacies, hospitals, physician offices, surgery centers, long-term and alternate care organizations. To win in this market requires a strong knowledge of the economics behind supply chain, pharmacy, and inpatient requirements.

AmerisourceBergen Corporation

AmerisourceBergen handles 20% of all the pharmaceuticals sold and distributed in the U.S. They focus on taking costs out of the healthcare system by using scale and efficient operations to drive value for their customers. They also provide business support and consulting services to help customers focus on patients.

To help their salespeople sell the total value of their services, we customized our Health System Financial Simulation geared toward their value proposition of patient safety, workflow improvements, managing inventories, and improving customer/patient satisfaction within the hospital setting.

Impact:
- More than $11.6 million in profit improvement was generated for target customers. This helped AmerisourceBergen combat price objections by articulating the value they deliver to customers. This improved overall margins by 2% over an 18 month period.

Stryker Corporation

Stryker is one of the largest players in the $35.6 billion orthopedic market. Through their products, simplified surgical techniques, and improved hospital efficiencies, they provide cost-effective solutions for physicians and hospitals.

Through our Hospital Business Simulation customized to multiple businesses, we provided Stryker salespeople with a deeper understanding of hospital financials and how their solutions impact revenue and cost management. They quantified and sold the value in areas like increased operating room efficiency; productivity gains by cross-training staff in multiple specialties using Stryker’s user friendly surgical equipment; and reduced inventories through their one size fits all cutting accessories.

Impact:
- Stryker salespeople delivered more than $29 million in profit improvement recommendations for things like facility expansion, lower recruiting and training costs, inventory reduction, and lower labor cost. These successes produced $4 million in net new revenue in the first 90 days for Stryker.

STERIS Corporation

STERIS is a global leader in infection prevention, contamination control, and surgical and critical care technologies. They focus on helping hospitals improve productivity through faster equipment sterilization. They also provide connectivity solutions such as OR integration and instrument management allowing for high quality transfer of information throughout the hospital.

To sell their new sterilization technology, they implemented our Hospital Business Simulation to help their salespeople quantify the impact of high infection rates, employee absenteeism and high labor costs. Additionally, our goal was to provide the STERIS sales team with a methodology for penetrating target accounts at the C-level.

Impact:
- Through STERIS Corporation solutions, customers realized over $14.1 million in improved profitability through better cycle times, reduced patient infection rates; improved room turnover rates; and lower overall labor costs. STERIS salespeople were able to sell these solutions to higher level decision makers as they were able to link the economic benefits to the hospital’s overall financial goals.
Healthcare Equipment Manufacturers

Medical Equipment Manufacturers provide the innovation and new technologies that are essential to improved healthcare quality, patient safety, and improved hospital productivity. Though hospitals are under continued pressure to optimize their equipment capital spending, healthcare reform will provide new opportunities for those firms who can sell their total value to hospital economic buyers.

Decisions today are being made strictly on a return-on-investment basis, including the impact on cash flow. J.P. Morgan recently conducted a study of CFOs and Vice Presidents of Finance in the healthcare sector and the majority are cutting costs and over 30% are reporting delays in new facility construction and overall capital investment.

So what does this mean for your salespeople? They are fighting a new kind of battle. They are your first line of defense and they are the first to experience these shifts in buying behavior and must know how to quantify and sell the value of doing business with your company. We have worked with industry leaders in providing them the business and financial knowledge to compete in this new marketing environment.

GE Healthcare

Understanding the customer’s financial model required knowing how hospitals make money, and how the intensifying regulatory and payment system issues cause them to go into the red. GE Healthcare salespeople learned to analyze the hospital’s financial environment and what was driving their performance.

To position GE Healthcare’s vast array of products and services, all engineered to improve the effectiveness of care and efficiency in operational performance, salespeople needed to understand how decisions are made, the finance behind those decisions, and how best to position the total economic value that GE solutions deliver for the hospital executives.

Impact:
- Six pieces of new business were secured in the first four weeks of the program resulting in over $75M in additional profits. Over $44.7 million in hospital Profit Proposals were generated for customers.

McKesson Pharmaceutical

McKesson is the largest pharmaceutical distributor in North America, distributing one-third of the medicines used every day. They supply more than 40,000 U.S. pharmacy locations, from Wal-Mart to the community pharmacies and hospitals. They also develop and install healthcare information technology systems that eliminate the need for paper prescriptions and paper medical records.

Through our Hospital Simulation, their salespeople learned to sell the economic impact of their services, including document imaging and medical imaging solutions, thus improving inventory management and overall profitability.

Impact:
- Documenting their value allowed McKesson to drive over $20 million in new revenue at an improved margin because salespeople understood how they directly impacted the cost of sales and the value customers received.

Cardinal Health - Pharmaceutical Segment

One out of every six pharmaceutical products dispensed to U.S. patients travels through Cardinal Health. Through their Pharmaceutical Supply Chain business, Cardinal Health consolidates product orders from hundreds of manufacturers into pharmacy-specific deliveries for retail, hospital, and alternate-site customers.

To help their salespeople understand the economics behind the pharmacy business, we customized a Pharmacy Business Simulation focused on how Cardinal Health impacts customer profitability through daily management of logistics, inventory, and administrative practices.

Impact:
- More than $10 million in profit improvement was achieved by focusing the sales organization on margin improvement, protecting pricing, cross-selling more products, and selling additional services.
Medical Products Distribution and Supply Chain Management

Each of the 5,700 hospitals in the U.S. will need to cut $2.6 million a year on average in costs to meet the demands required by the new health reform plans. This is putting tremendous pressure on every hospital CEO and CFO to find ways to improve the quality of care while managing the costs of delivering healthcare.

The traditional role of distributors in warehousing and delivering medical and surgical supplies continues to evolve into the role of assisting customers in efficiently managing the entire supply chain. Consolidation trends in the overall healthcare market have led to the creation of larger and more sophisticated healthcare providers. Distributors have opportunities to help reduce providers’ costs by offering services designed to streamline the supply chain through inventory management, activity-based pricing, consulting, and outsourcing services.

Whether it is hospital administrators, integrated healthcare networks, or group purchasing organizations (GPOs), we have helped our clients address these concerns through our Supply Chain Management Business Simulation and our Hospital Financial Cycle programs. For hospitals, cash is king and suppliers that can address the need to free up cash through better inventory management and lowering costs through efficiencies, will win now and in the future.

Owens and Minor - OR Supply Chain

Owens and Minor is a healthcare supply chain management company that distributes medical and surgical supplies to the acute care market.

Sales leadership needed account managers to understand the financial cycle of a hospital operating room. We developed an OR Supply Chain Financial Simulation to help account managers learn to sell solutions specifically designed for the OR and Clinical areas.

They learned to identify and quantify the financial impact of consolidating vendors, standardizing products and improving OR turnover rates through Owens and Minor solutions. They also learned the key financial metrics that an OR measures and how to link to a hospital’s strategy to improve OR performance.

Impact:
- Over $22.7 million in Profit Proposals were generated by nine account teams leading to $4.2 million in new revenue in the first 90 days.

Cardinal Health - Supply Chain Services

The Medical Segment of Cardinal Health provides medical-surgical products to ambulatory care centers, physician offices, clinical laboratories, and hospitals.

Our Integrated Healthcare System Business Simulation focused on selling the hard-dollar value of Cardinal’s supply-chain expertise and efficient distribution network including their innovative product delivery and packaging systems such as stockless delivery, procedure-based delivery systems, distributor/dealer networks, and e-business partnerships. Profit Proposals were generated that focused on standardization and utilization initiatives as a means of reducing costs throughout the system.

Impact:
- Cardinal has achieved significant results through their inventory savings, supply savings, and inventory reduction solutions. On average, customers are realizing over $2 million in profit improvement annually leading to improved margins for Cardinal.

Simulation includes: hospital financial cycle, P&L, working capital and cash flow analysis, key financial drivers, net patient revenue, discounts and charity, reimbursements, bad debt, shareholder value, and Return-on-Assets (ROA).

Owens and Minor - OR Supply Chain Financial Simulation

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Impact:
- Over $22.7 million in Profit Proposals were generated by nine account teams leading to $42 million in new revenue in the first 90 days.

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GE Healthcare

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To position GE Healthcare’s vast array of products and services, all engineered to improve the effectiveness of care and efficiency in operational performance, salespeople needed to understand how decisions are made, the finance behind those decisions, and how best to position the total economic value that GE solutions deliver for the hospital executives.

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Through our Hospital Simulation, their salespeople learned to sell the economic impact of their services, including document imaging and medical imaging solutions, thus improving inventory management and overall profitability.

Impact:
- Documenting their value allowed McKesson to drive over $20 million in new revenue at an improved margin because salespeople understood how they directly impacted the cost of sales and the value customers received.

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Impact:
- More than $10 million in profit improvement was achieved by focusing the sales organization on margin improvement, protecting pricing, cross-selling more products, and selling additional services.
APG and Healthcare Industry Leaders

Know Your Customer’s Business

Pharmaceutical Distribution

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AmerisourceBergen Corporation

AmerisourceBergen handles 20% of all the pharmaceuticals sold and distributed in the U.S. They focus on taking costs out of the healthcare system by using scale and efficient operations to drive value for their customers. They also provide business support and consulting services to help customers focus on patients.

To help their salespeople sell the total value of their services, we customized our Health System Financial Simulation geared toward their value proposition of patient safety, workflow improvements, managing inventories, and improving customer/patient satisfaction within the hospital setting.

Impact:
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Impact:
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STERIS Corporation

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To sell their new sterilization technology, they implemented our Hospital Business Simulation to help their salespeople quantify the impact of high infection rates, employee absenteeism and high labor costs. Additionally, our goal was to provide the STERIS sales team with a methodology for penetrating target accounts at the C-level.

Impact:
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Impact:
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BD - Becton, Dickinson and Company

BD is a global medical technology company focused on improving drug delivery, enhancing the diagnosis of infectious diseases and cancers, and advancing drug discovery. BD develops, manufacturers, and sells medical supplies and diagnostic products.

The Diagnostic division asked us to deliver our Hospital Business Simulation customized to their business to help their sales team identify and quantify all of the areas where their products impact hospital financials. They focused on pre-analytical issues, employee and patient satisfaction, specimen quality, inventory management, and increased hospital reimbursements for routine clinical tests. They were able to quantify significant profit impact in the areas of increased patient revenue, expense reduction, and employee productivity.

Impact:
- BD salespeople were able to document more than $30 million in profit improvement for hospital customers. This delivered more than $11 million to BD’s bottom line.

Abbott Nutrition

Abbott Nutrition develops and markets a wide range of science-based infant formulas, medical nutritionals, nutrition and energy bars, and related products to support health and wellness. It is a highly competitive market and the cost of doing business has continued to increase.

To refocus the sales force on growing the business profitably, they brought together 1,400 salespeople, sales operations, marketing and product managers in 2009 to experience a 3-year financial simulation built around their business and their customer’s business. The goal was to help them understand how cash flows through their business and their customer’s business including Pediatric, Therapeutic, and Retail markets, and how they can directly impact profitability by delivering value.

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The program focuses on:
- Territory planning and maximizing revenue
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GSK territory managers needed to understand how physician practices make money as well as the impact that salaries, too much inventory, and other business costs have on their business. Better communication and coordination of call routing and budget allocation allowed them to call on the right physician at the right frequency and to allocate the right resources.

Impact:
- Territory managers improved their utilization rates on their budget-per-product by 10%, driving significant expense reduction while doing a better job of defining customer value on an individual prescribed basis.

Cook Medical

Cook Medical integrates medical devices, drugs, and biologics to enhance patient safety and improve clinical outcomes. They focus on boosting OR productivity and improving patient outcomes through their products, while ensuring customers are able to manage their labor, supply, and facility costs.

Through our Integrated Healthcare System Business Simulation we helped Cook Medical salespeople document the profit impact of vendor consolidation, inventory control, higher patient satisfaction levels, decreased infection rates, and increased clinician productivity for their customers, leading to improved customer retention and expansion and new revenue opportunities throughout 2009.

Impact:
- Cook Medical account teams were able to identify over $8 million in profit at improved pricing during 2009.

Abbott Diagnostics

Abbott Corporation provides diagnostic systems and tests manufactured and marketed to blood banks, hospitals, commercial laboratories, physicians’ offices, and alternative-care testing sites.

We helped Abbott Corporation account managers understand the economics behind their customer’s business and how things like workflow and efficiency can directly impact a customer’s ability to generate test results without significant interruptions or delays. They were able to quantify things like inefficient personnel practices, ineffective training, laboratory layout issues, and lack of sufficient IT data. By quantifying the financial impact of these key business issues, account managers were able to sell the total value Abbott delivers and expand their business through key target customers.

Impact:
- Abbott Corporation account managers were able to drive significant revenue growth through stronger ROI-based Profit Proposals that averaged more than $620K per customer.
APG and Healthcare Industry Leaders
Know Your Customer’s Business

The Top Five Best Sales Practices

Our healthcare industry sales financial literacy and value selling system The Profit Specialist® has been used by industry leaders to enable their salespeople to sell higher and compete on the total economic value they deliver to their customers.

Based on our work with these healthcare market leaders, we have found that the top five best practices by the best salespeople include:

1. Selling multiple products and services.
   Your best salespeople sell everything to meet the customer’s needs. We have found that just a 5% boost in additional services drives significant revenue acceleration, and at a lower cost.

2. Selling higher.
   By selling to high level economic decision makers, the sales cycle is shorter by as much as 50% and projects are much larger.

3. Improving competitive win/loss ratio.
   When salespeople call higher, competition is reduced by 75% (fortunately competitors are stuck at lower levels).

4. Protecting margins.
   When salespeople are calling higher and dealing with people who are focused on value - not just price, they do a better job of protecting pricing and improving margins. We have found that every 1% in pricing protection can mean up to 10% in increased operating profit.

5. Retaining your best customers.
   All of the prior best practices become the glue to retain your most profitable customers.

Our research shows that financial knowledge is the catalyst for achieving these 5 best practices. Understanding the economics behind your customer’s business is the only way to align your value with their financial goals.

Dräger Medical

The Dräger Medical division’s product range covers anesthesia workstations, ventilation equipment for intensive and home care, emergency and mobile ventilation units, warming therapy equipment for infants, patient monitoring equipment, IT solutions, and gas management systems.

Dräger Medical needed their account managers to sell higher and to provide a stronger ROI-based business case to win more business from existing customers and to break into new accounts. Through our Hospital Business Simulation, their account managers identified key issues like operating room downtime, over usage of anesthetic agents, and ICU length of stay for cardiac surgery patients which allowed them to build Profit Proposals that helped differentiate them from key competitors.

Impact:
Dräger Medical account teams generated more than $64.7 million in profit improvement for their customers in the first year which helped them win $14.9 million in new revenue against their closest competitor.

Simulation includes: hospital financial cycle, P&L, working capital and cash flow analysis, key financial drivers, net patient revenue, discounts and charity, reimbursements, bad debt, shareholder value, and Return-on-Assets (ROA).
We Know Healthcare

The healthcare industry is under unprecedented pressure to cut costs, optimize capital, and provide increased levels of quality services and improved patient safety. As the full implications of healthcare reform are understood, hospitals, pharmaceutical companies, large distributors, and equipment manufacturers that serve them, must all find new ways to compete.

We believe there are six key trends that will drive the healthcare sector now and in the future:

- Focus on patient safety – hospitals will dedicate themselves to preventing medical errors and improving patient safety
- Cost containment – as medical inflation and volume growth increase costs and reimbursements rates are cut, the industry will focus on doing more with less
- Electronic medical records – transportable e-records will become a reality
- Uninsured – will increase the burden on the system
- A focus on profitability and return-on-investment
- The race for capital will hinge on quality, efficiency, and customer focus

For 25+ years, Aarthun Performance Group, Ltd. has helped blue chip healthcare companies install innovative and profit-centered solutions to compete on a whole new level. No other company has more experience or is better equipped to assist you in selling effectively through this turbulent and rapidly changing market environment.

We have delivered our customized financial and business simulation for a number healthcare markets including:

- Hospitals and Integrated Health Systems
- Hospital OR – Supply Chain
- Pharmacy (Retail, Alternative Care, Hospital)
- Pharmaceutical Sales and Territory Management
- Physician Office and Medical Clinics
- National Retail Accounts

We Get Results

This brochure outlines the kinds of results we have achieved for our blue chip clients. We have documented and validated millions of dollars of profit impact by our customers after installing our system. Whether it is growing profitable revenue, improving margins, or calling on higher level decision makers to drive sales productivity, we install systems that get results.

About Aarthun Performance Group, Ltd.

Aarthun Performance Group, Ltd. (APG) develops and customizes high impact, financially oriented, sales and professional/managerial training programs that deliver bottom line results. We are currently working with nearly 200 of the Fortune 500 companies across 30 industries. Our mission is to help our customers create better business people. We are working with nearly 20 healthcare industry leaders. Through our work we have been able to build an unparalleled expertise in the development and installation of financial and value selling methodology that helps our clients drive one or more of the key measurements including selling multiple products and services, at higher margins, to higher level economic decision makers.

We have listed below just a few of the advantages of working with APG:

- We understand value creation and how to execute profit improvement strategies that produce results in healthcare.
- We customize our financial and business simulation to your customer’s key financial drivers, which directly align to their corporate strategies.
- We generate greater ‘connectivity’ and understanding of how value is created uniquely for your organization and for your customers (based on economic factors, key metrics like ROA, ROE, and Shareholder Value).
- By customizing your financial simulation and linking value selling to the unique financial drivers of your customers, your salespeople are able to identify, quantify, and present value-based solutions built around the customer’s financial needs.
- We focus on outcomes and ensure the learning is translated into financial results.

Aarthun Performance Group, Ltd.

20329 SH 249, Suite 210
Houston, TX 77070
Phone: (281) 580-5705
www.aarthun.com
Healthcare Clients
- Medtronic
- Dräger Medical
- GE Healthcare
- Cardinal Health
- McKesson
- Abbott Laboratories
- Owens and Minor
- Stryker
- B. Braun Medical
- AmerisourceBergen
- Cook Medical
- Steris
- Allscripts
- Amerinet
- Becton Dickinson
- Medimmune
- Covidien
- Karl Storz
- Gambro
- Abbott
- Medtronic
- Dräger Medical
- GE Healthcare
- Cardinal Health
- McKesson
- Abbott Laboratories
- Owens and Minor
- Stryker
- B. Braun Medical
- AmerisourceBergen
- Cook Medical
- Steris
- Allscripts
- Amerinet
- Becton Dickinson
- Medimmune
- Covidien
- Karl Storz
- Gambro
- Smiths Medical
- Edwards Lifesciences
- Acelity

Markets Served
- Hospitals and Integrated Health Systems
- GPO - Group Purchasing Organizations
- Hospital OR - Supply Chain
- Pharmacy (Retail, Alternative Care, Hospital)
- Pharmaceutical Sales and Territory Management
- Physician Office and Medical Clinics
- Clinical Supply Chain
- National Retail Accounts
Real financial intelligence changes the game