PRISM
Influence Leadership in Managed Care™

Unlock the Spectrum of Opportunity in Your Organization

PRISM
PERFORM CONSULTING

Introduction

The ***PRISM Influence Leadership in*** ***Market Access*™** series is a comprehensive suite of modules and resources designed to develop your managed care team's expertise in the principles of *Influence*, and enable them to apply these concepts effectively with internal and external customers.

Influence is the "backbone" of selling, marketing, and leadership. Even though there are some differences in how the principles of *Influence* are applied in each of these areas, the underlying approach and formula for success is quite similar. With respect to Managed Care, in this day of heightened pressure to lower costs and improve patient outcomes while increasing corporate profitability, it is even more critical for the Account Manager to be able to influence their customers to maximize your brand/company value proposition.

The *Influence Leadership in Managed Care* learning program will provide the resources you need to plan the step-by-step applications of these principles for your own company, situation, and team. Many of the modules also contain "field assignments" where your Account Managers are asked to read and evaluate articles, cases, and apply the principles discussed in their daily activities.

A More Contemporary View of the Managed Care Account Manager

Traditionally, Managed Care Account Managers were entrusted with the responsibility of getting a signature on a contract to gain access for a company's products and/or services. In earlier times, this could be accomplished with basic product knowledge, utilizing traditional relationship building skills, understanding key business account analytics, and sharing the appropriate information with target accounts.

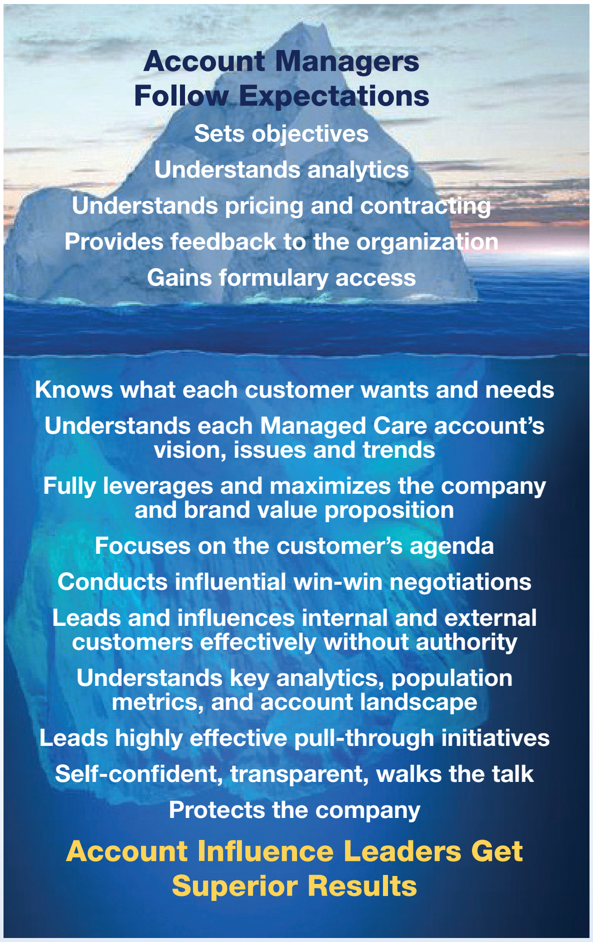
More recently, the role of Account Managers has become much more challenging. The Account Manager now needs to be an *Influence Leader*— someone with broader and deeper responsibilities who serves as "quarterback" between the company, key external accounts and customers, and the internal marketing and sales organization.

Managed Care Influence Leaders understand their customers' expectations. They are:

- Responsive, proactive advocates who partner with their customer accounts, and who understand how to develop win-win offerings for their customers and company
- On the agenda of their customers—champions of their accounts who understand and advocate their needs
- Good communicators who deeply understand their product, the disease state, and the best medical and business fit for their product with each customer
- Analytical and customer-focused professionals who understand their customers' landscape, details, data, and challenges
- Strong interpersonal "connectors" that customers respect and want to work with

Managed Care Influence Leaders understand their company's expectations. They are:

- Professionals who understand, expand and fully leverage the company and brand value proposition with each client
- Experts who knows what customers want and need
- High achievers who gain formulary access, and motivate field sales leaders and representatives with highly effective, detailed, and well thought out pull-through programs
- Problem solvers with a "can-do mindset" who creatively help their company understand how they can optimize available resources with each specific customer
- Leaders who influence internal and external customers effectively without authority
- Broad thinkers who conduct win-win negotiations that bring value to their customers, their company and the brand team
- Highly skilled and hard-working contributors who have a significant positive impact on the company's bottom line



Experience is Our Foundation, and Our Training is Based on the Science of Influence

At PRISM our business practices are based on years of experience helping organizations become more competitive and successful.

Our training is focused on the science of *Influence*, as captured in the book ***Influence: Unlock the Spectrum of Success in Your Business and Personal Life*** (2015), by Mike Weber.

Live Training

Keynote Speaker
For the largest programs we offer keynote speakers who deliver dynamic presentations on *Influence*, our core subject matter, and how it pertains to sales, marketing, managed care, and leadership.

Live Workshops
For all topics we offer live workshops led by professional moderators and subject experts, delivering customized workshops specific to your business needs and opportunities.

For larger projects, we recommend our train-the-trainer certification process to allow your leadership team the opportunity to conduct these programs, supported by our on-site subject matter experts at roll-out.

Small Sessions and One-on-One Professional Mentoring
All topics can also be conducted in smaller groups or via professional one-on-one coaching sessions for leaders.

Distance Learning

PRISM Programs Can be Conducted Using Remote Technology

While live training is usually recommended, remote training is a viable alternative when you can't get your team together or when you plan to conduct pull-through activities following live programs.

Generally we structure our remote sessions in smaller groups to maximize participation and learning. Similar to live training, our sessions are interactive and are based on the principles of adult learning.

Our core remote training programs are web-based video sessions, which include pre-work, polling, testing and follow-up work to pull through key learning principles.

The PRISM Process

1 Discovery: Understand the Opportunity

Before your project begins, PRISM conducts an interview process, both live and remote, for key internal and field stakeholders. This process helps us understand the issues and opportunities your company is experiencing so that PRISM can customize our materials to best meet your company's needs.

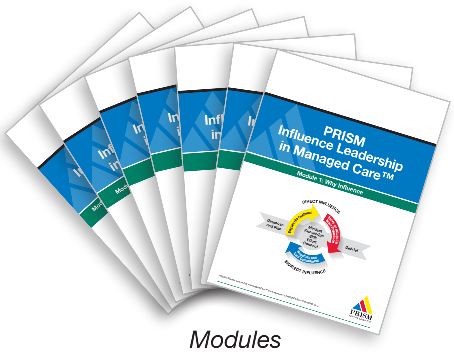
Interviews

2 Remote Learning: Establish the Foundation

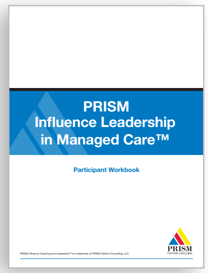
Effective learning is a "slow and steady" process, not a "one time" single meeting or event. Our remote learning step using modules, application tools and video/teleconferences builds a strong baseline of content knowledge so that you can focus on application at your live meeting.

We often utilize a train-the-trainer approach so that second-line managers have more opportunity and accountability for leading and supporting their teams throughout the learning process.

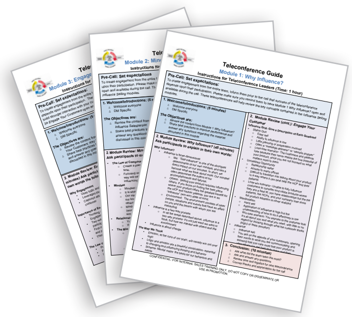
A series of teleconference and videoconference guides helps your team master the principles of *Influence Leadership in Managed Care* more quickly.



Modules



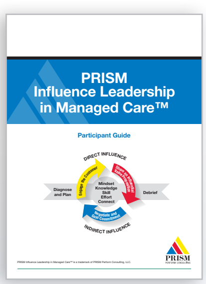
Workbook



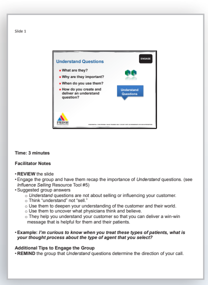
Video and Teleconference Guides

3 Live Meeting: Application

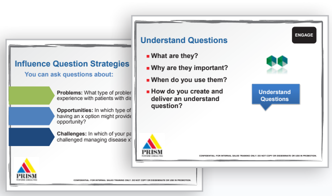
Live meetings are best utilized for application in order to obtain stronger behavioral application of the *Influence* skills contained in our curriculum. To support a powerful meeting, we provide detailed leader's guides, participant guides, slide decks, posters, workshop exercise guides, mastery tips and more. We even help you plan the most effective design of your meeting room space and offer other logistical support and advice.



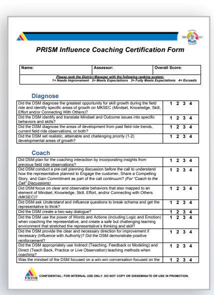
Customized Participant Guides



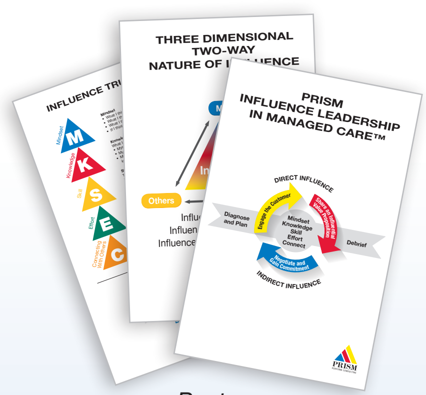
Customized Leader Guides



Customized Workshops



Video Coaching Case Scenarios and Certification



Posters

4 Pull Through: Optimize the Opportunity

Improved skill growth needs to be sustained with a steady and well-designed pull-through program. At PRISM, we have a number of tools that will support continued skill growth and application so that every participant can get on the path to mastery.

Our pull-through process includes application of exercises, tools, pocket reference guides, and other job aids.

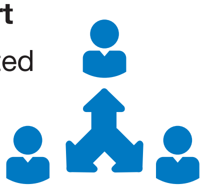
Pocket Reference Guides target all key skill areas

Real Case Discussions and application of the Influence Coaching and Leadership process

One-on-One Coaching and Department Support

One-on-One Coaching Support to foster accelerated application and develop leaders.

- Advocacy
- Diagnosis
- Progress and assessment



One-on-One Coaching

Influence Leadership in Managed Care: Application Workbook

PRISM offers an ***Influence Leadership in Managed Care*** Application Workbook and Toolkit. This combination workbook and toolkit is a behavioral-based resource that aligns your company Account Manager competency model with a resource that gives Account Managers the opportunity to apply each step of the *Influence Leadership in Managed Care* program to specific internal and external customers and situations that they currently face.

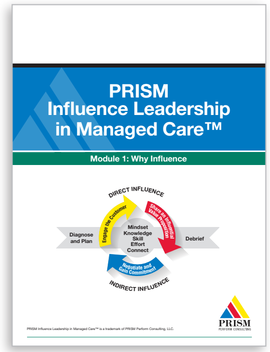
For external customers, Account Managers can use this resource to turn their account plans into working documents that come alive each day. The workbook and toolkit shows the Account Manager how to map their *Influence* network, and apply the key learnings of direct and indirect *Influence* to obtain maximum results. The tool is an invaluable asset when preparing to access and influence key account customers, C-suite executives, P&T members, and other key decision makers.

For internal customers, the application workbook focuses on fully leveraging specific opportunities that your Account Manager team faces with internal customers. This includes applying the principles of direct and indirect *Influence* when working with senior executive leaders, the marketing team, and the sales organization. This resource also includes a process for planning and executing successful pull-through programs and contract pull-through of key Managed Care initiatives.

Finally, the workbook serves as a useful tool for peer-to-peer teaching opportunities which allows each member of your Managed Care team to share their ideas, approaches, and best practices on applying success and *Influence* principles learned throughout the modules for a variety of accounts and situations.

PRISM Influence Leadership in Managed Care™ Module Overview

Module 1: Why Influence

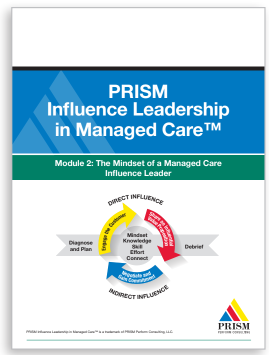


In Module 1 we explore the daily challenges of an Account Manager, including what both companies and customers want from their top Managed Care Account Managers.

We discuss the “what” and “why” of Influence, and how it can bridge the gaps the *Influence Leader in Managed Care* faces when dealing with company and customer expectations in this highly demanding marketplace. We explore the foundation for the science of “the way we think” and the most effective approach when your goal is to change customer behavior and thinking in the fastest and most productive manner.

We conclude with a brief overview of the skillsets contained in the *Influence Leadership in Managed Care* series that provide powerful Influence learnings for participants in this curriculum.

Module 2: The Mindset of a Managed Care Influence Leader

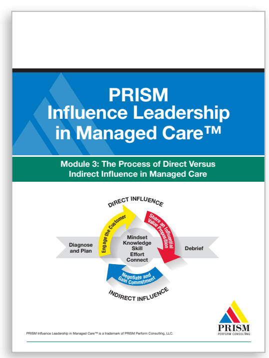


Module 2 explains the importance of mindset for the Managed Care Influence Leader. It provides the reader/participant with a topline understanding of the relationship between mindset and behaviors, the importance of leveraging mindset to gain maximum success, and an overall deeper understanding of *Influence*.

In this module we explore the concept of the “Business Truth” of what is possible, and deeper critical thinking techniques necessary to challenge status quo and “group think,” creating the opportunity for extraordinary versus average results.

We also explore some fundamentals on direct and indirect learning, as well as some tips on how to develop strong professional and personal Influence skills throughout the course.

Module 3: The Process of Direct Versus Indirect Influence in Managed Care



In Module 3, we examine the process of direct and indirect *Influence* with internal and external customers within the Managed Care environment.

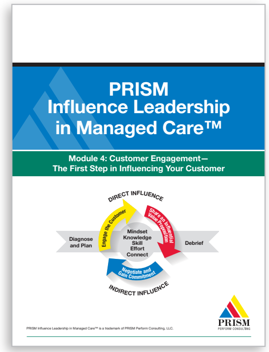
We review the *Influence Process for the Influence Leader in Managed Care* which includes the following steps:

- Diagnose and Plan
- Engage the Customer
- Share an Influential Value Proposition
- Negotiate and Gain Commitment
- Debrief and Self-Evaluate

Module 4: Customer Engagement—The First Step in Influencing Your Customer

Understanding the specifics of how to engage your customers is essential so that they are open to listening to your company and brand value proposition.

Module 4 explains the first step in the *Influence Leadership in Managed Care* process: how to engage internal and external customers. This module provides the reader with a topline understanding of the key methods and skills necessary to engage the customer to get them to think and “open up their minds.”

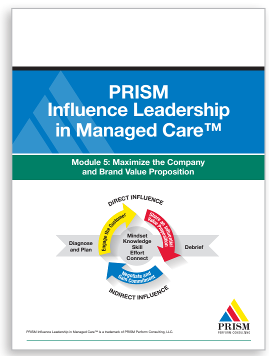


This module explains why engagement is necessary in the *Influence* process based on the science of the brain and how we think. We explore the Law of Likability, the Power of Words and Actions, and the most effective techniques for opening up a customer interaction.

In addition to exploring some basics on body language, Module 4 discusses the three types of questions that can be utilized to influence others immediately. Asking effective questions is a powerful way to engage your customer and get them to stop and think. We explore how questions influence behavior and break schema, as well as which types of questions are most effective based on the specific situation you are dealing with. We offer tips on creating better questions: emotional and logical prefaces, the power of emotional transitions, improving assertiveness and other techniques to sharpen your questioning skills and help you reach new levels of success.

Module 5: Maximize the Company and Brand Value Proposition

Module 5 focuses on the techniques associated with maximizing your company and brand value proposition. We discuss methods to leverage logic and emotion and break customer thinking patterns (schema) when presenting to internal and external customers.



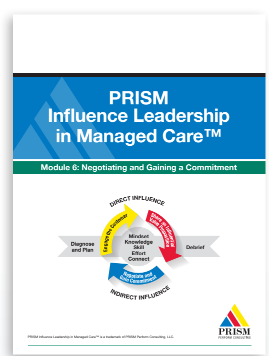
We explore the specifics behind the development of an effective company and brand value proposition, and dig deeper to discuss the importance of understanding your product positioning, starting with the end in mind, and keeping your message relevant and influential to your customers. We will also discuss when it makes sense to bring the experts in as part of a plan to move customers along the customer adoption continuum.

Later in the module we discuss simple yet highly effective methods to overcome customer objections and concerns in order to better to understand customer motives. We review the key to effective listening, and provide several integral steps to utilize when you are faced with overcoming customer concerns during advanced *Influence* and negotiation discussions—acknowledge, clarify, reframe, and confirm.

This module introduces the customer adoption continuum and further explores the significance of the Power of Words and Actions when creating and delivering an influential company and brand value proposition with customers.

Module 6: Negotiating and Gaining a Commitment

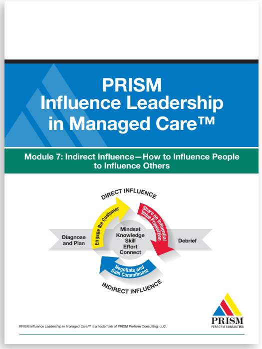
Module 6 focuses on the critically important techniques of how to use *Influence* during the negotiation process, including key scientific methods to gain commitment and close the deal.



Negotiation alone does not maximize the company and brand value proposition. To gain maximum success, a combination of Influence and negotiation skills are essential to help the Influence Leader gain commitment in a more meaningful way than the "average Account Manager" is capable of.

Module 6 addresses the importance of why and how to ask for commitments, the importance of "positive tension" during certain parts of the customer discussion, and effective methods that can be easily utilized for gaining commitment. We also discuss key negotiation tips for the Influence Leader, and some guidelines and highly effective techniques for using Influence during the negotiation process.

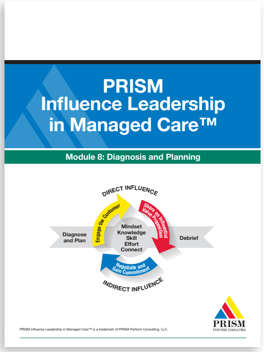
Module 7: Indirect Influence—How to Influence People to Influence Others



In this module, we discuss the specific techniques and process to influence people to Influence others. In this advanced approach, you learn key ideas and concepts about influencing people who you cannot access—C-suite executives, P&T members, and other important difficult-to-reach customers who can have a profound impact on your business.

Module 7 highlights the role of MKSEC™ (the Influence Trust Formula©) and how to use *Influence* without authority to maximize pull-through objectives. We also discuss how to utilize Indirect Influence techniques with internal customers, including methods to access difficult-to-reach executives and ways to develop and execute highly effective pull-through programs.

Module 8: Diagnosis and Planning



In this module, we focus on the importance of diagnosis and planning.

Now that we have discussed many of the core *Influence* skills that will help you be an effective *Influence Leader in Managed Care*, we discuss how to diagnose and plan to apply these skills in specific circumstances.

Further, we discuss the process of Influence Mapping, and the rationale and tips behind effective planning as part of the strategic process (account business planning) and tactical process (planning for each specific internal/external customer interaction).

Module 9: MKSEC and the Influence Leader in Managed Care

If two products are absolutely identical in benefits, price, and availability, is it possible for one product to significantly outsell the other? ABSOLUTELY!

Module 9 focuses in detail on the Influence Trust Formula©. The five components of this formula are core and pivotal to building customer trust and loyalty. We review in detail each of the five elements of MKSEC (Mindset, Knowledge, Skill, Effort and Connecting with Others) to get you thinking about how you can use these strategies to influence behavior and accelerate internal and external customer loyalty. Most important, MKSEC determines how well your approach will specifically influence—and change—your customer's behaviors.

These principles will also give you a better understanding of the importance of self-Influence, the most important step in achieving exceptional personal and professional success.

Participant Workbook for All Modules

A convenient workbook is provided to capture all answers to the exercises contained in the *Influence Leadership in Managed Care* learning modules. This provides one place to capture all of your ideas, thoughts, and applications of how you plan to leverage the powerful principles of *Influence*!

Unlock the Spectrum of Opportunity with PRISM. We will help you maximize success of your roll-out of *Influence Leadership in Managed Care*, optimize the overall strategy of your department, and support your professional career development.

For more information, call 855-773-7673.

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