

## On-Demand Courses

# How to partner with health system customers



*How to partner with health system customers* shines a light on your health system customers' challenges and offers practical strategies for engaging with them. Explore the five key decision-maker personas critical in business strategy and purchasing within health systems. Discover how to navigate the multifaceted decision-making process, understand the nuanced roles of executives, learn how health systems operate day-to-day and long term, and explore strategies to build trust and become an effective partner for long-term success.

## Course modules

### 01

#### Decoding health systems: Structure and workflows

##### *Module learning objectives*


- Summarize the operational dynamics of health systems with a focus on the roles of key stakeholders, decision-making processes, and the diverse models of health systems.
- Outline the standard operational workflows and practices of health systems, acknowledge the obstacles healthcare providers face, and pinpoint opportunities where vendor partnerships can optimize these processes.

### 02

#### Navigating the health system C-suite

##### *Module learning objectives*

- Explore the roles and influence of senior executives in a health system, including the CEO, COO, CMO, CNO, and VPs of service lines.
- Understand the specific responsibilities and contributions of each persona to the health system and the overall delivery of healthcare services.



## 03 **Becoming a partner of choice to health systems**

### *Module learning objectives*

- Strengthen business relationships by identifying the responsibilities, key metrics, and purchasing powers related to each decision maker (CEO, COO, CMO, CNO & VP of a service line).

## 04 **Strategies for successful relationships with health systems**

### *Module learning objectives*

- Determine integration requirements for partnering with health systems and understand the critical nature of seamless system compatibility and long-lasting collaborative relationships.
- Learn effective strategies to accomplish partnership goals.



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