



## Strategic Marketing Planning and Positioning Services

- Identifies healthcare target market segments and niche product positioning
- Establishes an objective SWOT analysis profile
- Tackles pragmatic challenges by comparing vendor solution portfolio with market demand
- Assists marketing executives in preparing strategic marketing plans for the healthcare market
- Identifies industry resources, tradeshow, professional associations for target penetration
- Provides expert resource speaking, authorship, education, and sales coaching

H.I.Mentors provides experienced marketing professionals who can assist your organization with a number of services essential for entering the healthcare market. From research to product launch and all the critical steps in between, H.I.Mentors can guide your company through the healthcare “jungle.” Our experts have extensive histories in health care combining decades of work in numerous marketing and sales positions for a number of top healthcare technology vendors. Our proven programs provide a road map for success with actionable steps for entering or deeper penetration of the healthcare market.

*“Darice and H.I.Mentors have provided Craneware with key leadership consultation, helping improve our internal processes in product development, the analysis and understanding of industry trends in the healthcare market; and provided innovative marketing expertise. These services have helped our company achieve a #1 KLAS ranking.*

*—Gordon Craig, Chief  
Technology Officer, Craneware*

## Strategic Marketing Planning and Positioning Services

With the Strategic Marketing and Positioning Services from H.I.Mentors your organization can choose from a menu of actionable services that can guide your organization to improved market penetration and positioning in the healthcare marketplace. Key program elements can include:

- Strategic marketing plan analysis and preparation
- Product marketing feasibility studies
- Alpha and beta testing planning and coordination
- Communications and advertising analysis
- Sales team education and training
- Marketing research coordination
- Customer relations programs

### Ask Yourself:

- Have you already tried to enter the healthcare market with marginal or little success?
- Are you finding that your sales efforts are running into roadblocks?
- Are you unsure if your current messaging or positioning is suitable for generating interest in the healthcare segment you want to approach?
- Are you attempting to penetrate the healthcare market with a new product or for the first time?
- Is it difficult to navigate the sea of acronyms and fully understand the culture of health care including revenue cycle, health information, and IT infrastructures?

H.I.Mentors is here to help you with these challenges. Our hands-on mentoring approach helps ensure that your marketing program is on target, within budget and delivers a solid return on investment.

## Sales Mentoring Services

Sales professionals can struggle when entering new or unfamiliar markets. Precious time and resources can be lost if sales teams lack the background on how your company's solution address

the healthcare market's demands. Be assured, the healthcare market is extremely complex, clinicians and executives want to work with vendors that understand their unique challenges.

H.I.Mentors can fine-tune your marketing engine, and help assure a successful launch or deeper penetration of your products in the marketplace. Key elements of the program can include:

- Sales strategy and planning
- Healthcare market and key personas overview
- Government regulations overview—what is driving change in the HC marketplace?
- Target departmental workflow
- Value proposition and ROI messaging for the sales executive
- Associations, conferences and tradeshows—pot of gold or waste of time?

### Ask Yourself:

- How can you help ensure quick, effective penetration of the healthcare market?
- Does your marketing department have the industry expertise to effectively position your products in the market?
- Does your sales force have the collateral support and necessary skills to win in the healthcare market?
- Does your company have the expertise to effectively implement a new marketing and sales program for the HC market?

If you are asking yourself any of these questions, H.I.Mentors can help. We have a team of Strategic Marketing, Research, and Sales Mentoring professionals to guide your success and help eliminate hiccups and pitfalls.

### About H.I.Mentors

H.I.Mentors is a Health Information Management (HIM) and Revenue Cycle Management consulting firm

founded by nationally recognized health information management leader Darice Grzybowski, MA, RHIA, FAHIMA. Darice and her team of industry experts have decades of experience providing focused and successful consulting programs that simultaneously improve compliance, motivate staff, help reduce risk and costs for facilities. Our hands-on *mentoring* approach helps prospective healthcare vendors optimize their marketing strategies while improving performance and bottom line objectives.

*The challenges of marketing to the healthcare market can be daunting. Our expertise can help ensure a smooth transition for pioneering new market segments and growing your business.*

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