



*Leading the Way
to Better Healthcare*

*FrontPath Health
Coalition is a
member-managed
coalition that
exists to improve
the quality and
control the cost
of healthcare in
the Greater
Toledo region.*



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Business Development Strategies & Issues

FrontPath Health Coalition is a member-managed coalition that exists to improve the quality and control the cost of healthcare in the Greater Toledo region.

- Market Dynamics & Demographics
- Identifying Your 'Widgets'
- Differentiating Your Organization/Products In The Market
- Ideal Customer Profiling

Business Development Strategies & Issues

FrontPath Health Coalition is a member-managed coalition that exists to improve the quality and control the cost of healthcare in the Greater Toledo region.

- Prospecting & Retention
- Developing A Marketing Strategy
- Building A Business Development/ Marketing Plan
- The Role of Non-Purchasing Programs (Health Quality Improvement Initiatives)

Market Dynamics – “What”

Regional Needs Assessment :

- Identify Areas For Greatest Growth Potential -What Are The Area's Businesses' Needs?
- Who Would Be Your Likely Consumers?
- Who Would Be Your Competitors?
- Product Development Considerations
 - Costs - Can Your Afford It??
 - Buy, Build or Partner?
- Price Points - Can They Afford It?

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Market Dynamics – “What”

Regional Needs Assessment :

- Market Expansion For Current & New Products or Services
- Product Expansion For Existing & New Clients
- Service Expansion For Existing & New Clients
- Establish Channels of Distribution

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Ideal Customer Profiling – “Who”

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- Type:
 - Corporate
 - Public Sector
 - Labor Organizations
- Size:
 - Small
 - Medium
 - Large
 - Jumbo

Ideal Customer Profiling – “Who”

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- Perceived Community Leaders / Name Brands
- Geographic Locations
 - Local
 - Statewide
 - National
- Financial Position / Trends

Prospecting – “How”

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- Establishing A Brand
- Identifying Targets – Targeted List Development
- Direct Sales
- Word of Mouth – Existing Clients
- Cultivate Former Clients
- Retain Current Clients

Prospecting – “How”

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- Marketing Campaigns
 - Traditional Advertising (TV, Newspaper, Billboards)
 - Lead Generation Activities (Direct Mail)
 - Marketing Material Development (Leave Behinds)
 - Website
 - Social Media
 - Testimonials

Prospecting – “How”

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- Marketing Campaigns
 - Member/Prospect Events (Educational Forums)
 - Sponsorships
 - Active Participation With Business Organizations (Chambers)
 - Cultivate Distribution Channel(s) Relationships (Broker/Consultant, TPA’s, etc.)
 - Media Relations

Prospecting – “How”

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- Marketing Campaigns
 - Enhanced Communication Materials
 - Brochures
 - Newsletters
 - Unified & Cohesive Marketing Correspondence
 - New Sale Presentation Materials
 - Website – Topical Links; Health Quality & Provider Cost & Quality Information
 - Email Blasts (Constant Contact)

Identifying Your 'Widgets' - "Which" & Differentiating Yourself- "Why"

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Develop & Define The Products' 'Brand' & Uniqueness

Develop Your Message -

- Why Would A Prospect Agree To Meet With You?
- What Factors Distinguish Your Product(s) From The Competition?
- Why Would A Client/Prospect Buy Your Product(s)?



Our Model

FrontPath Health Coalition is a member-managed coalition that exists to improve the quality and control the cost of healthcare in the Greater Toledo region.

- For over 24 years, the FrontPath Health Coalition has united area healthcare providers and the local business community in purchasing programs **AND** health quality improvement activities
- FrontPath programs are designed to reduce the costs of healthcare services through direct contracting for the purchase of services while simultaneously working with the providers on improving the quality of the healthcare delivered

Our Model

FrontPath Health Coalition is a member-managed coalition that exists to improve the quality and control the cost of healthcare in the Greater Toledo region.

Includes:

- A broad based regional PPO network & national wrap network for self insured plan sponsors which is fully rated by the major reinsurance carriers
- Fully insured products for the small & medium group market
- Pharmacy Benefit Management program (in partnership with the Employers Health)
- A range of healthcare quality improvement and community health initiatives designed to educate the healthcare purchasing community & encourage providers to improve the quality of care delivered

Why Focus on Quality?

FrontPath Health Coalition is a member-managed coalition that exists to improve the quality and control the cost of healthcare in the Greater Toledo region.

- High quality & low cost is good business practice
- High quality, lower cost healthcare is good for business
- Healthy populations are good for business (reductions in absenteeism and healthcare costs)
- Direct purchasing of high quality, lower cost healthcare keeps a local economy strong – keeping dollars spent in a local community, strengthens the local economic base
- From a marketing & engagement perspective – quality programs resonate with potential purchasers & are key to retention

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The Most Effective Way To Control Change Is To Lead It

Teddy Roosevelt



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- Don't Become Stagnant – Staying The Course Is Not A Good Enough Strategy In Today's Market
- Be Prepared to Change Course – Not Every Venture Works Out The First Time
- Be Flexible & Open Minded
- Be Willing To Experiment
- Look To Serve Your Clients & Community Needs

You can't succeed if you don't at least try

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