

PACED COHORT PROGRAM

CASE STUDY

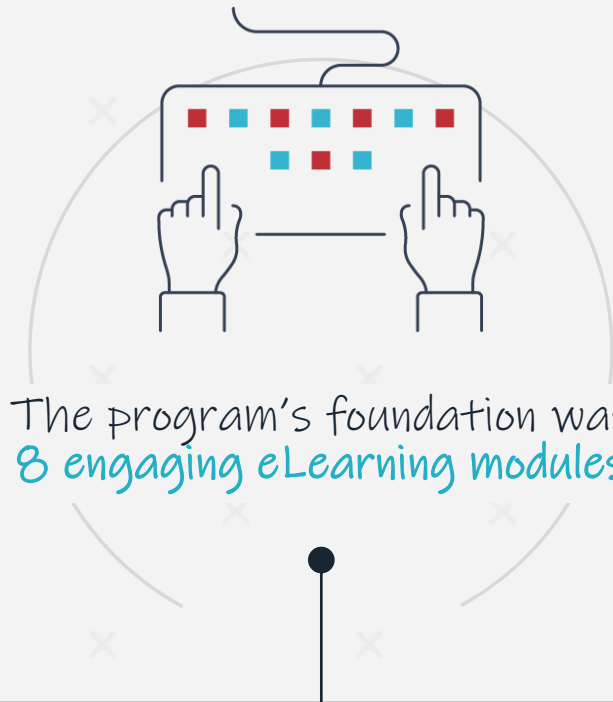
A Medical Device and Diagnostic client needed to quickly build their team's business acumen around the changing marketplace and shift toward value.

CMR SOLUTION

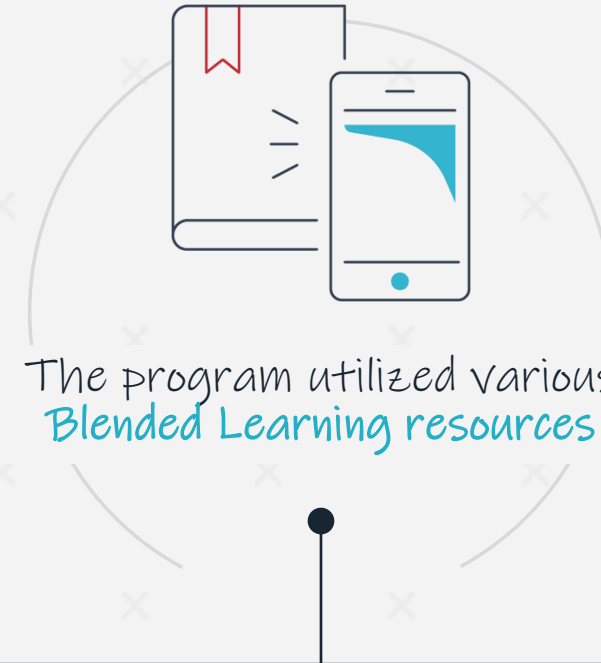
A one year paced cohort program using an engaging blended learning approach.



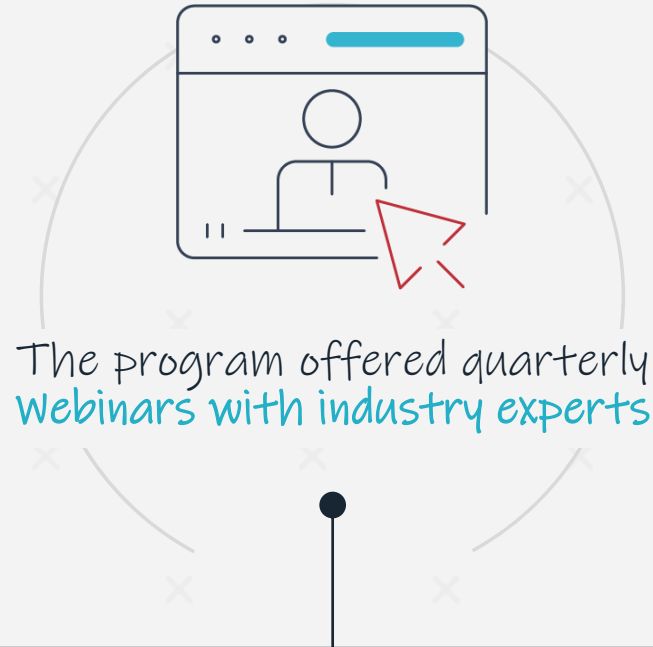
The program launched with an in-person Workshop kickoff



The program's foundation was 8 engaging eLearning modules



The program utilized various Blended Learning resources



The program offered quarterly webinars with industry experts

“ [CMR's] content helped me modify my call points and elevate my value proposition to focus on value and quality related to cost. ”

- Cohort Participant

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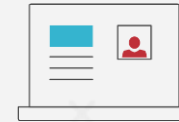
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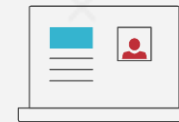
½ day live workshop

Covering the shift to Value
in today's healthcare
environment



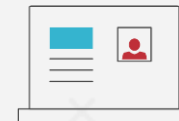
Value-Based Selling Environment

- Healthcare Reform and Implications for the MDD Industry
- Value-based Care of the Changing Healthcare Delivery Model
- Measuring the Patient Experience and Why it Matters to Industry
- Microminutes: Triple Aim
- Microminutes: Transitioning to Value-Based Care
- Microminutes: Value-Based Selling



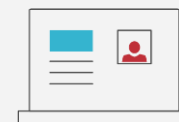
Reimbursement

- Managed Healthcare Payers and Managed Care Payment
- Microminutes: Value-Based Reimbursement



Customers and New Customer Types

- Integrated Delivery Systems and Accountable Care Organizations
- Selling in a Changing Hospital Environment
- Today's Medical Groups and The Transition to Value-Based Care



Account Management

- Strategies for Effective Account Management