

LTC LINK Supplier Coaching Call

July 8, 2010

Recap

Agenda

- Brief Status Update
- Schedule
- LINK Process/How it Works
- Provider Expectations
- Best Practices
- Q&A

Recap Key Elements of LINK

- Mission/Goal of LINK: Foster innovation and collaboration to help advance business productivity and innovation. You are the “Who’s who” of suppliers in LTC - progressive and innovative suppliers. LINK Suppliers are experts and thought leaders in your respective fields. Brings together provider and supplier executives to talk about how to create value
- Important differentiator from traditional buyer-seller events: LINK goes beyond creating an efficient marketplace and engages top management from provider chains, and requires both suppliers and providers to actively engage in the process.
- Extensive pre-meeting preparation
 - Interviews conducted with providers to provide extensive background on growth plans, strategy, top business challenges, and the level of interest in your services
 - Combination of scheduled meetings and networking opportunities
- Turnout
 - This year – 76 providers – fell short of goal. Can still accept 1-2 additional providers
 - 410 executives in all – 250 suppliers, 160 providers
 - Next year – our goal will be 90 providers. Plan to really juice up LINK to make it a “must attend” event with additional focus on information exchange for best practices and to stimulate innovation.
 - In 2011, we expect to hold the number of suppliers, or to reduce the number slightly by evaluating the number of suppliers in each category to determine an optimal mix.

Schedule Review

- Hotel Rooms still available – past the deadline - need to act fast to get the conference rate. Contact Rachel Brenha.
- Tried something new this year – more robust LINK Educational Forum on Sunday (highly recommended for suppliers) – have beefed up to create more value for providers, and to try to bring them on site earlier to create more networking opportunities.

- Sun 3:00-4:00 General Session on Healthcare Reform and the Implications for Post Acute Care
 - Features David Introcaso VP Healthcare Research at Marwood Group
- Concurrent Sessions 4:15-5:15
 - Renovating & Repositioning
 - Achieving More with Less – Operational Efficiency
 - Expanding Into Home and Community-Based Services
- Sunday Receptions – Limited Due to Ratio Issues
 - Newcomers Reception – 5:30-6:00 – for the Advisory Board to welcome first time provider attendees.
- Reception Sunday 6:00 – 7:30 pm– All providers included as well as Sponsor, Leadership and Executive Level Suppliers – private reception. Participant Level sponsors are not included – not part of benefits, helps maintain acceptable ratio
- Monday & Tuesday Meetings
 - Monday all day, beginning at 8:30 – 5:30.
 - Tuesday last meeting ends at 3:40 pm
- Monday & Tuesday Breakfast & Lunch
 - Monday lunch — arranged pairings – should have received your forms – priorities are assigned based on Supplier level.
- Monday Evening Reception from 6:00- 7:30 – all attendees invited – Crystal Ballroom – best networking opportunity of conference
- Free to take out providers to dinner – no big gatherings – 1:1 ratio provider to supplier. No meetings during event hours
- Absolutely NO hospitality suites or group events
- Only registered attendees are permitted onsite at LINK

Schedule/Process update

- Suppliers all have your meeting lineups and agendas – sent yesterday. This gives you 10 days to prepare for your meetings. We still have a few outstanding agendas, and will forward them as they are completed.
- You can try to set up dinners now on Sunday and Monday nights if you want with the providers, that list is located on the Attendee Resources page on the LINK website.

How LINK Works

- Provider Suites – suppliers move from suite to suite

- Meetings are 40 minutes, with 20 minutes between meetings – very important for meetings to start/stop on time – plan to arrive 10 minutes in advance. Meeting assistant will open the door 5 minutes before the meeting
- Don't recommend presentations – meeting evaluations were higher without
- Have laptop stand – try to minimize, but available if you need it
- Internet connections – if you need to connect to the Internet, connections are available in each suite – must bring own laptop
- Follow-up forms are available in each suite. These are for you and the providers to determine/confirm next steps from your meeting.
- Dress Code - Providers – business casual. Your choice – suggest you treat it as you would a client or prospect meeting.

Meeting Line-ups

- Will continue to evolve – as we interview providers, we look to add meetings. Still working on wish lists.
- Would like more meetings – pay attention to profiles next year – provide clear explanation of what you do, what you can offer. Profile is like bait.

Overview of Provider Expectations – Why they attend LINK

- Expect to meet with high level executives (unique opportunity to effectively leverage your executive resources – focused opportunity to meet many prospects)
- Consultative, highly productive meetings. Looking for thought leaders and experts that can help them address their important strategic and tactical business issues.
- Learn how to improve operational productivity
- Learn about best practices through case studies and supplier benchmarking data
- Learn about new product and service innovations

Making the Most of Your Meetings

- **Planning/Preparation – CRITICAL.** Strongly suggest an internal planning session before you get on-site – LAST YEAR'S EVALUATIONS SHOWED THAT PREPARATION WAS THE MOST IMPORTANT FACTOR IN CREATING A POSITIVE IMPRESSION OF YOUR COMPANY WITH ATTENDEES
 - In the vast majority of cases, you have significant background on the company to use as a basis for your plan – additionally, you can review web site, internal intelligence, etc. We have done our best to create a complete profile and agenda – however, in some cases the provider doesn't provide a lot of detail – use other resources to help fill in the blanks.

- Time is limited (40 minutes) – a well planned meeting assures a productive meeting
- Develop a clear plan for your meeting – roles, timing, goals & objectives
- Meeting plan MUST reflect a strong knowledge of the company.
- **Collaborative / Consultative**
 - Develop rapport
 - Demonstrate listening skills
 - Show you understand the industry and that your company is well-prepared to address their needs
- **Value-add**
 - Demonstrate level of preparation for the meeting – willingness to do the “homework” that will make you effective/efficient
 - Share case studies and benchmarking data to demonstrate your capabilities ability to partner and provide solutions for their specific needs
 - Demonstrate industry knowledge / expertise
 - Product innovation / direction – show that your company has direction and a commitment to continuous improvement and providing the best products
- **Provider Evaluations**
 - The success of LINK is ultimately driven by provider satisfaction – that’s what draws suppliers to the event – the roster.
 - Delivering a great experience to providers is critical to the ongoing success of this event.
 - To reward Suppliers who do a particularly good job, we established the LINK Elite program. This program designates the top scoring suppliers based on provider evaluations as the LINK Elite.
 - We ask Providers to evaluate each meeting on 4 key characteristics:
 - Level of Preparation and Insight into unique areas of need
 - Discussion of product/service development plans and innovation
 - Level of consultation (interaction / listening / providing insight)
 - Overall productivity / value of meeting