

LTC LINK Supplier Coaching Call

July 7, 2011

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 in long term care.
- For those of you who have attended LINK in the past, you'll see some significant changes/additions this year. In addition to the agenda-driven business meetings, there's enhanced education, additional opportunities for the exchange of information and ideas, and additional networking opportunities. One of the important additions was the launch of the first annual Spirit of Innovation award for providers.
- The goal of these changes was twofold: 1) Enhance the attractiveness for providers to help make LINK a "must attend" event; 2) Create additional informal networking opportunities.
- Participating in LINK shows that you are progressive and innovative – the "who's who" of LTC suppliers. LINK positions suppliers as experts and thought leaders.
- Unique component of 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.
- Provider profiles and agendas are the result of Interviews conducted with providers to provide background on growth plans, strategy, top business challenges, and the level of interest in your services
- Turnout
 - This year – 88 providers – significant growth over prior year – 18 more provider organizations that last year. Can still accept 1-2 additional providers
 - 450 executives in all – 250 suppliers, 200 providers. Same number of supplier executives as last year, 50 more provider executives
 - Next year – our goal will be 105 providers. In 2011, we expect only a small increase in the number of suppliers – from 105 this year to 110 in 2012.

Schedule Review

- Conference taking place Monday July 25-Wednesday July 27th at the Swissotel in Chicago. To eliminate summer weekend travel, we moved the timing of LINK from a Sunday–Tuesday schedule to Monday – Wednesday.
- Hotel Rooms still available – past the deadline - need to act fast to get the conference rate. Contact Rachel Brenha (203-644-1714 or rbrenha@lincolnhc.com).
- We’ve beefed up education on the first day of LINK to create more value for providers, and to try to bring them on site earlier to create more networking opportunities. We strongly recommend that Suppliers attend the educational sessions.
 - Monday 3:00-4:00 General Session – Beyond the Politics: Developing a Successful Plan for Healthcare Reform - nets out the implications of healthcare reform and strategies for success.
 - Concurrent Sessions 4:15-5:30 – “Innovation Focus Groups”
 - Paving the Road for Transitional Care
 - Hiring, Developing and Retaining Your Workforce
 - Successful Implementation of IT: Avoiding the Pitfalls
 - ROI Marketing: Creating a Program That Works
- Monday Receptions – Limited Due to Ratio Issues
 - Newcomers Reception – 5:30-6:00 – for the Advisory Board to welcome first time provider attendees.
 - Reception 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 – Speed Meeting Selections
 - Benefit for Executive Level Suppliers and above – 2:00-2:30 – before the General Session.
 - Providers volunteer to participate for 5 minute introductory meetings. Prioritized by participation level, Suppliers choose who they are meeting with.
- Tuesday & Wednesday Schedule
 - Tuesday all day, beginning at 8:30-5:25.
 - Wednesday last meeting ends at 3:10 pm
- Tuesday & Wednesday Breakfast & Lunch
 - Tuesday lunch — arranged pairings – will receive your forms Friday – priorities are based on Supplier level.
- Tuesday & Wednesday Spirit of Innovation Best Practices sessions
 - Tuesday right after lunch, 1:30-2:00
 - Wednesday right before lunch, 11:40-12:10

- Tuesday Evening Reception from 6:00-7:30 – all attendees invited –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

Schedule/Process update

- Suppliers will receive their agendas by Tuesday, July 12th. This will give you almost two full weeks to prepare for your meetings. Inevitably, scheduling issues will mean that there will be a few outstanding agendas, and will forward them as they are completed.
- Will continue to evolve – as we interview providers, we look to add meetings. Still working on wish lists. Make sure you pick up your FINAL schedules on-site.
- You can try to set up dinners with providers now on Monday and Tuesday nights if you like. That list is located on the Attendee Resources page on the LINK website.

How LINK Works

- Provider Business Suites – suppliers move from provider meeting room to meeting room.
- 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, access is available in each meeting room – must bring own laptop
- Follow-up forms are available in each meeting room. These are for you and the providers to determine/confirm next steps from your meeting.
- Dress Code - Providers – business casual. Suppliers - your choice – suggest you treat it as you would a client or prospect meeting.
- Only registered attendees are permitted onsite at LINK

Overview of Provider Expectations for Supplier Meetings

- Expect to meet with high level executives from Suppliers. This is a 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