



## Apples & Oranges Healthcare

Business finance for non-financial people

*When Salespeople Need an Insider's Perspective  
on What's Keeping Customers Awake at Night*



### Program Benefits

*Apples & Oranges Healthcare* gives the sales force the ability to create a more proactive, non-clinical selling approach for engaging business-focused decision-makers. Salespeople calling on healthcare institutions, hospitals and even group practices no longer solely call on clinical personnel such as doctors and technicians. The evolving healthcare environment requires adapting to new decision makers: non-clinical personnel such as hospital administrators, pharmacy directors and purchasing staff-who base their purchase decisions on economic considerations. Sales staffs need new knowledge to frame products in terms of their impact on non-clinical business issues. Results:

- Sales force better able to sell effectively to non-clinical decision makers
- Business relationships enhanced because sales force demonstrate insider's perspective on health care business issues affecting customers

### Program Description

*Apples & Oranges Healthcare* models a hypothetical hospital where participants manage budgets and plan the cost-saving strategies typical of the typical healthcare business. Learning teams gain a better understanding of how health care providers improve their financial performance through more efficient use of resources, reducing costs and better management of variables impacting of patients, insurance companies, and suppliers.

During their experience of managing a hospital in the simulation, participants calculate vital financial measures and examine the impact of specific operational choices. In this way, the sales staff gains a better understanding of how health care providers improve their financial performance through more efficient use of resources, reducing costs and better management of the financial impacts of patients, insurance companies, and suppliers.

### Quick Facts

**Media:** Board-based business simulation

**Seminar size:** 4 people per learning team typically 24 participants per seminar.  
Well-suited for large audiences as large as 100

**Time:** 3 simulated years experienced in 5-6 hours.

**Facilitation:** Certified Apples & Oranges™ facilitators (or certify your trainers)

<b>Key concepts:</b> Profitability	Cross functional expertise	Cash flow
Return on assets	Operating costs	Capacity utilization
Return on equity	Patient/customer satisfaction	