



Organized Office Manager

Millennials like this are usually warm, outgoing and talkative. They make friends easily and are often popular and well-liked because they are attuned to the emotions of others. They tend to be guided by their intuition and live in the moment. Those they are close to consider them helpful and empathetic, and appreciate them because they always put others first. They care deeply for family and friends, and often have a wide circle of friends because they see the potential in just about everyone. They are often inspiring leaders who act as catalysts for individual and group growth.

Age: 35
Level: Any
Department: Healthcare Providers, Technicians & Support Staff
Job: Medical And Health Services Manager
Company Type: Medical Practice
Buying For: Company
Role: Buyer
Region: undefined

Needs:

- Be happy
- Be confident
- Be respected

Nature:

- Very persuasive
- Reactive

Orientation:

- Relationship-oriented

Decision-Making Process:

- Heuristic
- Charismatic
- Relies on "sixth sense," "gut reactions" and hunches

Typical Sales Cycle:

- Average

Can It Be Shortened?

- Unlikely

Are Decisions Final?

- Yes

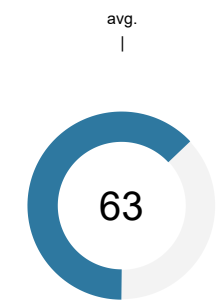
Sales Dos:

- Consider the betterment of the group
- Take your time, but get to the point
- Ask them about themselves

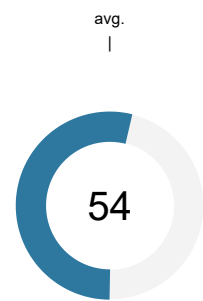
Sales Don'ts:

- Piss them off
- Break promises/fail to keep your word
- Make them feel left out

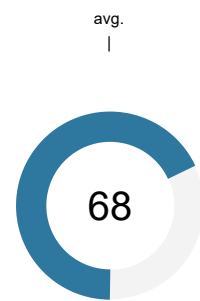
Personality Traits & Characteristics



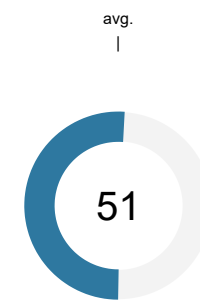
Agreeableness



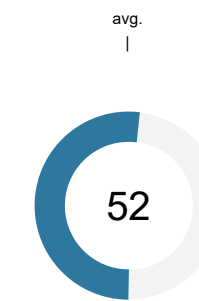
Openness



Impulse Control



Doing Vs. Thinking



Extroversion

Professional Life





Employment

Job:

- Medical and Health Services Manager

Job Description:

- Manages healthcare services in various settings, focusing on improving efficiency and quality of patient care.

Employment By Industry:

- Healthcare and social assistance (74.27%)
- Government (7.44%)
- Self-Employed, Multi-industry or Unclassified (3.81%)
- Management of companies and enterprises (3.2%)
- Professional, scientific, and technical services (2.81%)
- Finance and insurance (2.5%)
- Administrative and support and waste management and remediation services (2.12%)
- Educational services; state, local, and private (1.91%)
- Wholesale trade (0.63%)
- Retail trade (0.61%)
- Other services (except public administration) (0.55%)
- Manufacturing (0.32%)
- Information: broadcasting, motion pictures, publishing, telecommunications, and internet (0.02%)
- Arts, entertainment, and recreation (0.02%)
- Accommodation and food services (0.02%)



Sector:

- Management Occupations

Category:

- Medical And Health Services Managers

Typical Education Level:

- Bachelor's degree

Category Size:

- 509500 (US)

10-yr Growth Rate:

- 28.4%





Pain Points & Priorities

Job:

- Medical and Health Services Manager

Job Description:

- Manages healthcare services in various settings, focusing on improving efficiency and quality of patient care.

Pain Points:

- **Healthcare Regulations:**Navigating complex healthcare regulations and compliance requirements.
- **Cost Management:**Managing rising healthcare costs while maintaining quality patient care.
- **Talent Recruitment:**Attracting and retaining skilled healthcare professionals in a competitive job market.
- **Technology Integration:**Keeping up with technological advancements in healthcare, including electronic health records (EHRs) and telemedicine.
- **Patient Satisfaction:**Ensuring high levels of patient satisfaction and addressing patient concerns.
- **Budget Constraints:**Allocating healthcare resources effectively and managing financial constraints.
- **Population Health:**Addressing the healthcare needs of diverse patient populations.



Priorities:

- **Patient Satisfaction**
- **Financial Performance**
- **Staffing Efficiency**
- **Medical Error Rate**
- **Compliance with Healthcare Regulations**

Professional Focus:

- Group acceptance

Wants To:

- Get along

Always:

- Does things that help others/improve the lives of others





Tools & Technologies

Job:

- Medical and Health Services Manager

Job Description:

- Manages healthcare services in various settings, focusing on improving efficiency and quality of patient care.

Tools & Technologies Used (By Category):

- Desktop Computers, Notebook Computers, Personal Computers, Scanners





Software Used

Job:

- Medical and Health Services Manager

Job Description:

- Manages healthcare services in various settings, focusing on improving efficiency and quality of patient care.

Software Used (By Category):

- Compliance Software, Calendar And Scheduling Software, Document Management Software, Graphics Or Photo Imaging Software, Medical Software, Categorization Or Classification Software, Data Base Management System Software, Development Environment Software, Transaction Security And Virus Protection Software, Computer Aided Design Cad Software, Materials Requirements Planning Logistics And Supply Chain Software, Customer Relationship Management Crm Software, Data Base User Interface And Query Software, Access Software, Analytical Or Scientific Software, Project Management Software, Financial Analysis Software, Charting Software, Web Page Creation And Editing Software, Accounting Software, Map Creation Software, Sales And Marketing Software, Word Processing Software, Office Suite Software, Spreadsheet Software, Human Resources Software, Business Intelligence And Data Analysis Software, Communications Server Software, Electronic Mail Software, Enterprise System Management Software, Inventory Management Software, Information Retrieval Or Search Software, Enterprise Resource Planning Erp Software, Presentation Software, Desktop Publishing Software, Data Base Reporting Software, Operating System Software, Object Or Component Oriented Development Software, Backup Or Archival Software, Internet Browser Software





Trends

Job:

- Medical and Health Services Manager

Job Description:

- Manages healthcare services in various settings, focusing on improving efficiency and quality of patient care.

Occupational Trends:

- Healthcare Technology: Managing and implementing healthcare technology solutions.
- Value-Based Care: Shifting towards value-based care models and population health management.
- Telehealth: Incorporation of telehealth services and remote healthcare management.





Key Performance Indicators

Company Type:

- Medical Practice

Company Size:

- Small

Sector:

- Management Occupations

Description:

- Medical practice encompasses the provision of healthcare services by medical professionals.

Patient Care and Clinical Outcomes:

- **Patient Satisfaction Scores:** Measuring patient satisfaction with the quality of care and services provided.
- **Patient Wait Times:** Tracking the time patients wait for appointments, in waiting rooms, and during consultations.
- **Appointment No-Shows:** Monitoring the percentage of patients who miss scheduled appointments.
- **Clinical Quality Measures:** Assessing clinical outcomes related to specific conditions or treatments, such as blood pressure control or diabetes management.

Financial Performance:

- **Total Revenue:** Measuring the overall revenue generated by the medical practice.
- **Operating Margin:** Calculating the difference between total revenue and total operating expenses as a percentage.
- **Revenue per Patient:** Evaluating the average revenue generated per patient.
- **Accounts Receivable (AR) Days:** Tracking the number of days it takes to collect payments from patients and payers.
- **Cost per Patient:** Assessing the cost of care per patient.

Patient Volume:

- **New Patient Acquisition:** Tracking the acquisition of new patients.
- **Patient Retention Rate:** Measuring the percentage of patients who continue to seek care at the practice.
- **Appointment Fill Rate:** Evaluating the percentage of available appointment slots that are filled.

Appointment and Scheduling Efficiency:

- **Appointment Lead Time:** Measuring the time interval between scheduling and the appointment date.
- **Appointment Duration:** Monitoring the average duration of patient appointments.
- **Provider Productivity:** Assessing the efficiency and patient throughput of healthcare providers.





Key Performance Indicators (continued)

Company Type:

- Medical Practice

Company Size:

- Small

Sector:

- Management Occupations

Description:

- Medical practice encompasses the provision of healthcare services by medical professionals.

Revenue Cycle Management:

- **Claims Submission and Reimbursement:**Tracking the timeliness and accuracy of claims submission and payment collection.
- **Denial Rate:**Evaluating the percentage of claims denied by insurance payers.
- **Billing Accuracy:**Ensuring accurate billing and coding practices.
- **Revenue Cycle Days:**Measuring the time it takes to convert patient encounters into revenue.

Staff Performance and Satisfaction:

- **Staff Turnover Rate:**Monitoring the percentage of staff turnover within the medical practice.
- **Staff Satisfaction:**Assessing employee satisfaction and retention rates.
- **Provider and Staff Productivity:**Evaluating the efficiency of healthcare providers and support staff.

Compliance and Regulatory Measures:

- **HIPAA Compliance:**Ensuring compliance with the Health Insurance Portability and Accountability Act (HIPAA).
- **Meaningful Use (MU) Compliance:**Meeting the requirements for electronic health record (EHR) meaningful use.
- **Quality Reporting Programs:**Participating in quality reporting programs, such as the Merit-Based Incentive Payment System (MIPS) or the Quality Payment Program (QPP).

Telemedicine and Telehealth Metrics:

- **Telemedicine Utilization:**Tracking the utilization of telemedicine services and virtual visits.
- **Patient Satisfaction with Telehealth:**Measuring patient satisfaction with telehealth encounters.





Key Performance Indicators (continued)

Company Type:

- Medical Practice

Company Size:

- Small

Sector:

- Management Occupations

Description:

- Medical practice encompasses the provision of healthcare services by medical professionals.

Inventory and Supplies Management:

- **Inventory Turnover Rate:**Evaluating the efficiency of managing and replenishing medical supplies and medications.
- **Supply Costs:**Monitoring expenses related to medical supplies and pharmaceuticals.

Patient Health Outcomes:

- **Patient Health Metrics:**Tracking improvements in patients' health and wellness outcomes for chronic conditions or preventive care.
- **Patient Education and Engagement:**Assessing patient engagement in health education and preventive care programs.





Prospecting

In:

- Mutual connection or shared interest or group affiliation

Angle:

- Appeal to curiosity
- Be upbeat, positive
- undefined

First Contact:

- Call

Be Prepared To Provide:

- Minimal information

How Quickly Should You Respond To Replies?

- Respond within 48 hours, if possible

Use Emojis In Messages?

- Yes

Grammar & Punctuation:

- Casual



Industry:

- Medical Practice

Relevant NAICS Codes:

- Ambulatory Health Care Services (621), Offices of Other Health Practitioners (6213), Outpatient Care Centers (6214), Other Ambulatory Health Care Services (6219), Offices of All Other Health Practitioners (62139), Outpatient Mental Health and Substance Abuse Centers (62142), All Other Ambulatory Health Care Services (62199), Offices of Podiatrists (621391), Outpatient Mental Health and Substance Abuse Centers (621420), Blood and Organ Banks (621991), All Other Miscellaneous Ambulatory Health Care Services (621999)

Interact On Social?



Follow



Like



Comment



Comment





Messaging

Voice:

- Authority

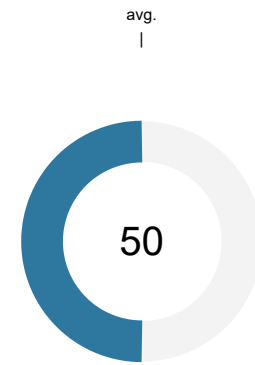
Tone:

- Social

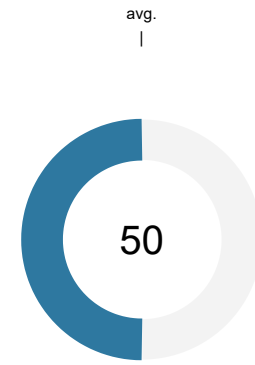
Messaging Subtext:

- Show them how use results in recognition/personal visibility

Story Arcs:



Appeal Of Transformational Narratives



Appeal Of Informational Narratives

Stress:

1. Safe & Effective
2. Innovative
3. Novel/New

Highlight:

- Impact Of Use

Quote/Reference:

- Experts

Be Prepared To Provide:

- Minimal information

Use FOMO?

- No FOMO

Key Product/Service Question Content Should

Answer:

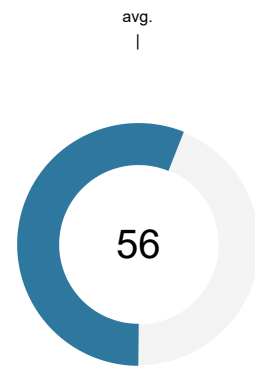
- Is it good?





Content Creation

Keyword Usage:



Less Specific To More Specific

Subject Line Hierarchy:

1. Data/technical:

ex: Why personality-based sales is 46% more effective

template: Why [KEY PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, CHEAPER, ETC.]

ex: Get results 8x faster

template: Achieve [GOAL] [VERIFIABLE CLAIM]

2. Help/how to solve a problem:

ex: How to help your prospects move through the sales cycle faster

template: How to help [CUSTOMER TARGET SEGMENT] accomplish [INDUSTRY OR CATEGORY-SPECIFIC GOAL], only [BETTER, FASTER, CHEAPER, ETC.]

ex: How to help your prospects move through the sales cycle 3x faster

template: Help [TARGET AUDIENCE] achieve [SPECIFIC GOAL]

3. Name-check voices of authority:

ex: The sales lesson I learned from being on Shark Tank

template: The [INDUSTRY-SPECIFIC] lesson I learned from [A TYPE OF PERSONAL ACTION] in [POPULAR ACTIVITY]

ex: Why Hubspot superstars always target the right kind of prospects

template: The [LESSON] [VOICE OF AUTHORITY] knows about [SPECIFIC GOAL]

Themes To Consider:

- Power
- Success
- Ambition
- Being recognized for innovative achievements
- Self-empowerment

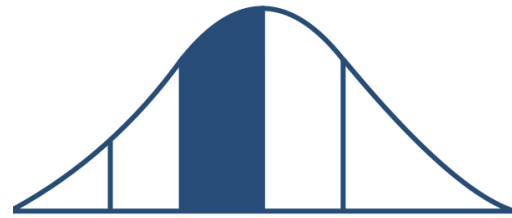











Conversions

Adoption Curve Entry Point:

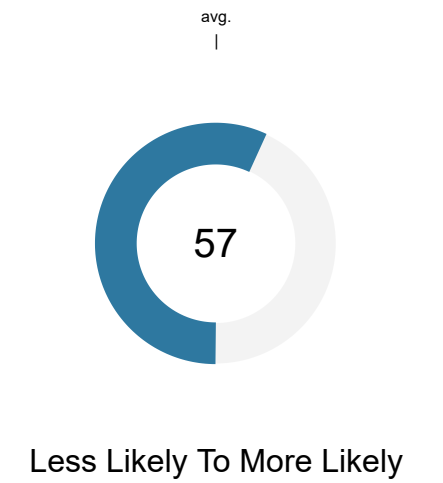
- Early-majority



Nurturing Sequence:

- 
 Share category-related quizzes to get likes, shares and comments
- 
 Post detailed infographics that mention competitors
- 
 Post opt-in offers that highlight the positive impacts of product/service use
- 
 Send a DM/email invitation to check out a try-before-buy/freemium opportunity
- 
 Share whitepapers that present both pros and cons, and feature experts
- 
 Send a personal invitation to a lunch 'n' learn with a transformational theme
- 
 Share newsletters that focus on the rational impacts of product/service use

Need To Consider Options:





Awareness

Owner

- Mkt.

KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

Buyer Journey

- Problem Identification

Suggested Content

- Ads
- Blog Posts
- Category/Value Prop How To's...
- Cold Outreach
- Lunch 'n' Learns
- Paid Search
- Quizzes
- ROI Assessments
- SEO
- Social Media
- Videos (Transformational)





Interest

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

Buyer Journey

- Solution Exploration

Suggested Content

- Assessments
- Blog Posts
- Category/Value Prop How To's...
- Events With Transformational Themes
- FAQs
- Head-To-Head Product Comparisons
- Landing Pages
- Lunch 'n' Learns
- Paid Search
- ROI Assessments
- SEO
- Social Media
- Videos (Transformational)
- Whitepapers





Evaluation

Owner

- Sales
- Mkt.

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Demos (Virtual or IRL)

Buyer Journey

- Requirement Building

Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Events With Transformational Themes
- FAQs
- Landing Pages
- Lunch 'n' Learns
- ROI Assessments
- Videos (Transformational)
- Whitepapers





Consideration

Owner

- Sales
- Finance

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

Buyer Journey

- Supplier Selection; Quotes, Pricing & Negotiation

Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Networking Events
- Presentations
- Pricing Pages
- Product Pages
- Tips
- Hacks & Insider Perspectives
- Videos (Transformational)
- Whitepapers
- eBooks





Conversion

Owner

- Sales
- Finance
- Operations
- Customer Success

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Journey

- Purchase; Delivery

Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Tips
- Hacks & Insider Perspectives
- Whitepapers





Retention

Owner

- CS
- Mkt.
- Sales

KPIs

- Usage (Volume, Frequency)
- Churn
- Upsells
- Page Views (How Tos, Learning Center, etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

Buyer Journey

- Post-Sales Support

Suggested Content

- Best Practices Emails
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Rewards Programs
- Satisfaction Surveys
- Social Media
- Support Articles





Demos & Events

Demo Tone:

- Subjective/personal

Focus On:

- Impact Of Use

Expect Them To Be A Listener Or A Talker?

- Talker

Guide? Or Self-Guide?

- Guide

For Virtual Demos:

- Provide specific log in time

Rundown:

- 1
Start with "why we're here"
- 2
Use an emotional hook
- 3
Highlight proprietary features
- 4
Show them they'll be able to control choices like add-ons, upgrades, timing, billing cycle, etc.
- 5
Ask them if they have any feedback

Suggested Event Type:

- Social

Why This Person Might Attend:

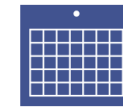
- See and be seen/elevate or maintain status

Event Size:

- Large

RSVP:

- Ask for a "Yes!" by a specific date



Suggested Events & Activities:

- Complimentary Assessments
- Referral Programs
- Public Sampling
- Sweepstakes
- Lunch 'n' Learns
- Demos & Sampling
- Contests

