



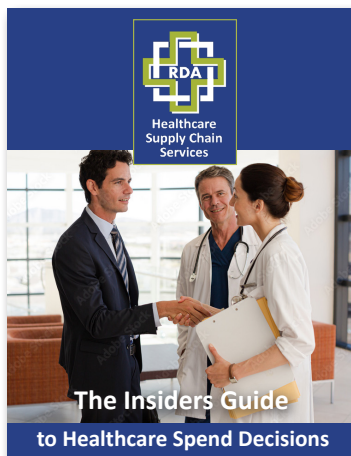
Accelerate Your Sales Success in the Healthcare Market

Understand Hospital Decision Makers.
Strengthen Relationships. Close Deals Faster.

Your sales team's ability to grow accounts and win new business depends on one critical skill – knowing who they're really selling to. Selling into today's hospital ecosystem is more complex than ever before. Hospital decision-makers have diverse priorities, responsibilities, and personalities – and understanding their world is a key to earn their trust. That's why RDA created this practical, proven training program.

Benefits of RDA Supply Chain Academy

- Anticipate & address objections proactively
- Develop stronger, faster relationships
- Increase win rates & shorten sales cycles
- Decrease leadership time required for training new staff
- Leverage training for:
 - Talent acquisition
 - Retention
 - Succession planning
 - Career growth
- Provide training for entry and experienced professionals



Bonus Takeaway: The “Insiders Guide to Healthcare Spend Decisions”

Each learner that completes the Decoding Healthcare Buyers course will receive a quick-reference guide that summarizes the typical hospital decision making process for supplies, services, and persona insights.

Contact RDA to expedite
and achieve your
Sales Goals!

To learn more or purchase:
www.rdahealthcare.net/training
or call: 470.724.1809



Courses for Sales Professionals

RDA offers a range of online courses available for immediate use by individuals and organizations to provide healthcare Supply Chain insights. Upon successful completion, learners receive a certificate of completion to recognize their achievement.



Course:
Description:

Bare Facts of Healthcare Supply Chain

This course explores the basic concepts of the healthcare supply chain, including the entities involved and the core elements that keep it running smoothly.

COURSE LENGTH
~ 1 Hour



Course:
Description:

Requisition to Clinician

This course explores how acute facilities make spend decisions and the typical steps involved – from the time buying decisions are made to the time supplies or services are available for use.

COURSE LENGTH
~ 1.25 Hours



Course:
Description:

Bare Facts of the OR Supply Chain

This course provides a high-level overview of key topics related to working in the OR supply chain. It covers the OR environment, procedures, and precautions that should be understood before entering or working in the OR supply chain.

COURSE LENGTH
~ .5 Hour



Course:
Description:

Non-Clinical Healthcare Protocols

This course covers the universal protocols used in healthcare facilities.

COURSE LENGTH
~ .25 Hour

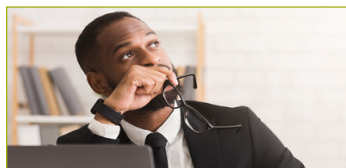


Course:
Description:

Healthcare Financials for Supply Chain

This course reviews financial concepts related to the healthcare supply chain. It provides insights into the three major financial statements, billing and payment resources, patient charges, and supply chain actions that impact financial performance.

COURSE LENGTH
~ 1 Hour



Course:
Description:

Decoding Healthcare Buyers: Motivations, Mindsets, & Decision Drivers

This course provides sales professionals insights to navigate and expedite the overall hospital decision making process in collaboration with supply chain. It describes the role evolution of supply chain leaders in decision making, as well as their motives, example personas, and actions sales professionals can take to accelerate the overall hospital decision-making and buying process.

COURSE LENGTH
~ .5 Hour



Course:
Description:

Navigating the Value Analysis Process

This course describes the Value Analysis process at a high level, areas where vendor involvement can influence outcomes, a vendor's typical role within the process, and how to effectively communicate with key stakeholders for success.

COURSE LENGTH
~ .5 Hour



Healthcare Supply Chain Services

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