The perfect pitch

Webinar WelfareTech
23. August 2019
Hilfsmittelnnummer

Every journey to Germany starts with a check whether a Hilfsmittelnummer is required.

High complexity in the German health care market.

Your pitch improves with every hour you invest into your preperation!
Prep step 1: Who is your target group?

Where is the value vs. who pays?

Outpatient care - Ambulante Pflege 79 %

Accepts / declines and pays

Health Insurance
Long term care insurance

Defines the need, advices on products, controls

Medizinischer Dienst

Prescribes, endorses, advices

Doctors

Supports, provides care, worries

Family of patients

Advices on products, delivers products

Sanitätshaus

Advices on products, uses products

Mobile caregivers
Prep step 1: Who is your target group?

Where is the value vs. who pays?

Stationäre Pflege

Nursery homes

21 %

Owned by private
43 %

Owned by charity
53 %

Central purchasing departments

Direct

Hospitals

Owned by public
4 %

Central purchasing departments

Direct

90 % of health care facilities are connected

"Einkaufsgemeinschaften", Prospitalia, PEG, SANA
Prep step 2: Know, what are you selling

* Sell solutions not products!
* What problem are you solving for whom?

* Main challenges:
  - Budget problems => save money (health insurances)
  - Staffing problems => save staff (patient care institutions)
  - Overruled marked => reduce documentation (patient care institutions)

* Reasons for low digitalization
  - Tight budgets
  - Regulations from pre-digital era
  - Conservative caregivers
Prep step 3: Know all regulations and laws

* Single bills for every single service
* Security and control, suspicion of cheating
* Keep up to date with changes
The perfect meeting

* Rather overdressed than underdressed
* Bring CEO or CXO - same level or above
* Speak German fluently
* "Sie"
* Always address the highest hierarchy
* Gender equality?

* Impress with knowledge, numbers
* Appear strong, ambitious, leading
* Able to answer all possible questions
* Be ready to make decisions
The perfect sales materials

* Offer a solution
* Specific, sharp, technical terms
* Relevant numbers, business cases, studies / comparable markets
* Clear and relevant USPs against competition

* Implementation plan, service in focus, partnership thought

* Endorsement from authorities
Sales requires marketing

* Xing connection / groups
* Print ads, articles in the medical press
* Higher media budget => more print
* Fairs

* Outpatient care: Facebook ads
* Private market: ads in general press
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