

# Selling Voice Successfully in the Healthcare Vertical

## Know the prospect

Healthcare is a wide-ranging vertical that includes small doctor practices, large hospital networks, and everything in between. Some practices are independent and can move more quickly, while others are part of a large health network that may place restrictions on the decisions they can make. Some partners avoid larger hospital buildings and focus instead on outpatient offices, which are smaller but can offer sufficient volume.



## Understand their needs

### Pain points and challenges

- **Customizable “on service” settings:** In the event of inclement weather, for example, they need to be able to easily update greetings and voicemails and make other changes remotely.
- **Reliability:** 24x7 redundancy is critical.
- **Phone number flexibility:** In the case of new construction, which takes time, they need to be able to buy a number and route it to a mobile number to enable advance advertising.

### Key requirements

- Cost
- Automated attendants
- SMS appointment confirmation
- Redundant voice and internet
- Paging
- Ease of use
- HIPAA compliance

## Navigate key decision-makers

No matter which portion of the healthcare spectrum you decide to target, having a strong relationship with an MSP in the space is the best way to get valuable referrals. By demonstrating to the MSP that you can deliver on the unique, sensitive requirements of healthcare organizations—including all HIPAA compliance needs, testing, and certifications—with a redundant, 99.999% uptime solution and responsive support, you can become their partner of choice to bring into healthcare deals.

In general, the best person to start with within a healthcare organization is the practice manager. The decision will ultimately be made by a doctor or board of doctors, but you may not interact with them until very late in the process.

## Communicate relevant value

Given how price-sensitive this vertical is, you need to demonstrate the value you provide in multiple ways so you're not competing on price alone.

- Sell yourself as a technology partner that's delivering a service (vs. simply a vendor providing a voice product).
- Showcase out-of-the-box paging management, advanced calling options, and specific phones.
- Demonstrate the ability to use existing paging equipment and how, with multi-cast paging, it's easy to set up answering rules.
- Highlight how easy it is to change automated attendants and update holiday hours.
- Show how they can return calls without divulging mobile phone numbers.
- Offer references for other healthcare practices you work with.

Here are some specific capabilities to highlight:

- Rock-solid call quality
- Automated attendant
- Multi-cast paging
- ConnectUC
- HIPAA compliance



## Create compelling packaging and pricing

Many partners offer specific bundles, including unlimited minute packages. Some partners offer courtesy phones for non-outgoing dialing, with usage terms and conditions clearly spelled out. Consider including MAC in your service package—taking that workload off a busy practice manager's plate can be a key selling point.

With these tips, you will be able to have a relevant and differentiated conversation with prospects in the healthcare vertical.

**With these tips, you will be able to have a relevant and differentiated conversation with prospects in the insurance vertical.**