

Industry Concentration

Healthcare • Dental • Medical • Pharmaceuticals



GEORGE WALTHER has developed a special expertise in and affinity for speaking assignments in the **healthcare** field. Because of the unusual challenges faced by companies and physicians in these areas, communication effectiveness, excellent customer/patient service, negotiating skills, and relationship-building prowess are critically important.

REPRESENTATIVE HEALTHCARE ENGAGEMENTS:

Becton, Dickinson and Company

Bard-Parker Division sought to foster stronger, more positive relationships with the media in promoting its treatment procedures for male infertility.

The Clinipad Corporation

Brought its national sales organization together for sales effectiveness training, and subsequently arranged to have the entire “home office” staff hear the same presentation to build team cohesion.

Healthcare Manufacturers Marketing Council

Top marketing executives from a wide range of organizations arranged for a customized seminar to enhance profitability with “Upside-Down Marketing.”

Hoffmann-La Roche

Sales and Customer Service staff assembled in Singapore for specific training in phone skills to enhance customer service image in Southeast Asia.

Johnson & Johnson Hospital Services

Contract administration personnel needed help in dealing with frustrated distributors and end user customers who were upset about a new contract rebate monitoring system.

Philips Oral Healthcare

Sponsored a national symposium of dental professionals who promote the Sonicare tooth brushing system and wanted to ensure that these doctors would get their message across positively.

Referral Systems Group (Ask-A-Nurse)

Nurses and program administrators sought Phone Power techniques to communicate more clearly with confused callers and persuasively refer them to appropriate healthcare providers.

Riverside Health Systems

Operators of healthcare facilities decided to improve relationships with patients and vendors.

Seattle Study Club

Directors of dental study clubs throughout North America convened to evaluate new educational programs to employ in their local organizations. The conference began with a “Power Talking” kickoff keynote presentation

MedSurg Industries

Assembled its entire national sales team in conjunction with AORN Convention to build sales effectiveness. (Now Allegiance Corp.)

George Walther *Speaking From Experience, Inc.*

• Key Topic Areas •

Power Talking: What You Say Is What You Get

Medical professionals face constant and very challenging changes. They must continually reinforce their vital professional relationships. In every contact, every sentence counts. The specific word and phrase substitutions in this program help to create positive impressions and nurture profitable relationships. In the medical office, patients evaluate healthcare providers based on how they’re treated, not on actual clinical expertise. To the patient, the best practitioner is the one who communicates most effectively.

Gut-Level Leadership: Harness Your Super-Sensory Powers to Make Better Decisions and Communicate Charisma

Great leaders *seem* to confidently reach gut-level conclusions with uncanny accuracy. Recent scientific breakthroughs, though, reveal that they have actually learned to hone their sixth senses and draw upon inputs that go well beyond what the facts tell them. Surprisingly, anyone can learn to hear and hone those intuitive signals, creating delighted patients/customers and more productive teams. This presentation includes step-by-step processes for tapping and capitalizing on intuitive wisdom. From eating brain-nurturing foods, to employing mind-exercising music, to tracking your hunch-accuracy, you *can* train and sharpen your intuition.

Upside-Down Marketing: How to Maximize Profitable Selling Relationships

Pharmaceutical and medical supplies salespeople are particularly prone to focusing on capturing new customers, at the expense of nurturing existing, much more profitable customer relationships. This program provides abundant practical techniques for leveraging sales efforts to achieve higher profitability. In medical offices, physicians don’t like to think of their patients as customers, yet the reality is that a practice can only thrive when the doctor and staff are focused on gaining new patient relationships and keeping them.

8188

George Walther, CPAE, CSP, MBA

SPEAKERS • AUTHOR • BUSINESS AUTHORITY • ADVENTURING WORLD TRAVELER