



INDUSTRY

Healthcare

Healthcare facilities need to prioritize their patients, their employees, and the communities they serve. But they cannot ignore the importance of their supply chain and operations. TRIOSE uses Challenger Activation to align its Sales, Marketing, Product, and Support teams in order to help customers navigate the pressures of reducing costs without compromising patient care.



The Insight Moment:

TRIOSE USES CHALLENGER™ ACTIVATION

REFRAMING THE CONVERSATION

By following Challenger Activation's Insight Design process, and leveraging virtual tools and consultant support, TRIOSE was able to build their first Commercial Insight for their Freight Management solution and learn a replicable process:

“The U.S. is currently ranked 50 out of 55 in overall healthcare efficiency. Hospitals are running at a 3.4% operating margin due to the rising costs in healthcare, and overall bed occupancy is at 64% with the shift to outpatient care. Because of the taxing daily tasks of the supply chain, combined with the status of today's healthcare environment, the mandate is to focus on cost, quality and outcomes. But one of the most significant challenges facing the supply chain today is keeping customer costs down without compromising patient care.

Supply chain operations play an integral role in delivering resources throughout the continuum of care. What supply chain leaders fail to realize, however, is that lacking visibility and focusing strictly on price can have consequences that compromise quality and negatively impact outcomes — not just for the supply chain, but for the patients they serve.

You're overpaying on additional product cost. See how much it's really costing you.

Health systems could be overpaying by as much as 40% on additional product cost. Plus, the Federation of American Hospitals Conference reported that hospital margins are estimated to plunge by as much as 60% by 2025. Over 600 hospitals are at imminent risk for closure. Can you afford not to take action?”

By implementing Challenger with our sales team, as well as in our marketing material and sales support processes, we have been able to shorten our sales cycle and drive significant revenue in products where we have not had success before. Simply put, if you fully commit to the Challenger journey in both your sales and marketing strategy, you will see significantly improved sales performance.

Gerry Romanelli
Chief Commercial Officer

Challenger

WISDOM TO WIN