



## KEEP THE FOCUS ON THE OUTCOME

- Remember, you're not just selling a partnership, you're selling better health outcomes and experiences for your patients and families!
- Remind your potential partners of the "current state."
  - Use anecdotal stories (alongside numbers, where available) to show the need for change.
- Focus on how your partnership can help close the gap between the current and ideal state – how will it have a positive impact on the patients and families you both serve?

## BE CLEAR ABOUT "WHAT'S IN IT FOR THEM"

- Emphasize common goals and demonstrate how your project aligns with your potential partner's goals.
- Pitch your project as a "risk sharing" opportunity, where you both can try innovative ideas with lower risk.
- Highlight economies of scale.
- Think through how data collection can be utilized by your partners.
  - How will you share information back with them?
  - Is there something additional you need to be tracking to better meet their needs?
- Make sure you cover "the basics" (what's the time commitment, what type of financial incentive are you offering, etc).
  - Note: You may have to ask your partner what their basic needs are.
- Work with them to reach an agreement on expectations.
  - Be clear from the beginning about what you expect from them and what you can provide them in return.
    - When developing expectations, think about what value each organization brings to the partnership.
      - Be clear about what you bring to the table.
    - Make quality a priority – how can you hold each other accountable?

## SHARE THE HISTORY

- Showcase the work you've done to date and highlight how your potential partnership can build on that work.
- Share how you determined this was the right partnership for your project.
  - Highlight successful past partnerships – is there any data showing this type of partnership works well?
  - Show that your ask is not haphazard and emphasize that it is the result of needs assessments, workgroups, root cause analysis, etc.

## LISTEN TO YOUR POTENTIAL PARTNER

- Let them know you want to better understand their needs.
- Emphasize that you view them as an equal partner and can be flexible to meet their needs.
  - Be up front about what you can change vs what you can't as a participant in the CoIIN.
- Ask them what they hope to get out of your partnership.
- Ask them what concerns they have.
- Ask them how you can make the process easiest for them.

## OFFER TO “SHAPE THE ENVIRONMENT”

- Offer to provide reminders on a periodic basis (and be open-minded about the content, frequency, and modality for those reminders).
- Create a formal process.
  - Ensure that process has minimal handoffs.
  - Think creatively about how you can utilize technology to decrease burden.
  - Try to incorporate asks into already existing processes.
- Appoint a “relationship coordinator” who is in charge of managing and coordinating activities between the two partners.
- Provide them with materials to educate their staff and patients about your project.
- Offer to provide training to their staff, as needed (not just on the “what” and “how”, but also on the “why”).
  - Don't forget to cross train to lessen burden and ensure consistency.

## PLAN BEFORE YOU PITCH

- Have clear objectives going into your first meeting – what do you hope to walk away with?
- Think through the most logical sequence for your pitch (ie should you start with the problem and then move to your proposed solution?).
- Think about the best method to communicate your ask – is it through demonstration, data, PowerPoint, narrative, a metaphor?
- Send materials for review beforehand.
- Be prepared to show how your project is different than others and why it stands out.
- Be prepared to discuss what's in it for them.
- Think through concerns your potential partner might raise and brainstorm potential solutions.
- Ensure you're speaking to both the rational and emotional side of your potential partner.
- Be prepared to show how you plan to achieve your goals (share your charter, communication plan, workplan, etc).