

Negotiations in the Health Care Industry: Migrating Away from Transactional Purchasing

The competitive landscape for providers and suppliers in the healthcare industry is changing rapidly. For those in the industry, and those that serve them, it is increasingly important to be aware of how to best navigate these changing conditions and help key suppliers to do the same. This course provides a negotiating technique and framework for distinguishing among types of purchases tailored to those in the healthcare industry. Participants will gain practical information that can be immediately implemented at their organization.

OBJECTIVES

Upon completion of this course, participants will be able to:

- Understand the changes facing the healthcare industry
- View purchases with clarity
- Gain tools to move negotiations from transactional exchanges to transitional interactions

HIGHLIGHTS

- How to distinguish among types of purchases
- Developing relationships with vendors within the strategy of your organization
- Negotiate to gain value from each supplier in the form of cost savings, knowledge-transfer, guaranteed availability, etc.
- How to ensure suppliers are keeping up with your organization's current and anticipated needs

DESIGNED FOR

Anyone in the healthcare industry, and anyone who serves those in the healthcare industry



RECOMMENDED CPE:

4

PREREQUISITE:

None

EVENT ID:

NHI

COURSE LEVEL:

Basic

FIELD OF STUDY:

Communications

BLI CURRICULUM:

Communication Skills

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