Trella HEALTH
SMARTER GROWTH. HEALTHIER OUTCOMES

Elevate your sales and marketing expertise

As a partner to some of the most successful names in post-acute care, Trella Health has developed a powerful set of best practices to help you reach your sales goals and improve the return on every dollar you invest in sales and marketing. Use the Trella solution for Home Health, Hospice, or Skilled Nursing to:

Build your data-driven business strategy

Start with a specific business goal in mind, then use Trella to help achieve it. Here's how:

- Benchmark the quality and cost performance of your organization compared to your competitors
- Identify your strengths and weaknesses to drive clinical improvement
- Sell against the competition with performance metrics that demonstrate your unique value proposition
- Educate underutilizing referral targets so they might adjust their standard practices and refer more patients
- Build awareness of your expertise with providers who see patients 3 months before they enter post-acute care
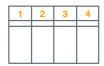
Identify your highest-potential referral sources

Sort, search, and filter to a specific set of physicians and facilities you can further evaluate for fit. For example, find those who refer high numbers of patients to your care setting, those who underutilize your services, and those who see patients who complement your areas of expertise.
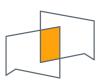
Use this information to:

- Validate and update your current referral source lists
- Create more effective sales territories based on your resources
- Market more efficiently by avoiding providers with few or no patients to refer, including medical directors

Develop an account plan

Build a quarterly plan that outlines your list of referral targets and the frequency of calls you'll make to each account.

- Segment targets by unique characteristics such as level of affiliation or diagnostic category
- Give proper weight to new referral sources and your top referring accounts

Create a compelling message

Establish trust and build stronger relationships by demonstrating your unique value to each target.

- Save time before each call with advanced pre-call planning tools and analytics
- Leverage the most recent and complete data set to support your case

Engage in personalized, data-driven conversations

Communicate how you can help your target referral sources meet their specific quality, performance, and cost-saving goals.

- Educate them on how to better utilize your expertise to improve patient outcomes and succeed in the value-based care economy
- Explain how your partnership could create mutual success
- Listen to their concerns and ideas, and offer clear next steps for moving forward

Nurture the relationship

Once you've established a relationship, continue to deepen the conversation with refreshed metrics and insights. Trella's data is updated quarterly and available sooner than most other claims data sources.

- Update your account plan, being sure to add detailed notes that prepare you for the next call
- Monitor referral patterns and patient outcomes to highlight during ongoing meetings
- Continue to position yourself as a trusted advisor with insights others can't access

We're passionate about helping you grow your business and better serve patients and their families. You'll see this passion reflected in our software, consulting services, and customer support.