

SEVENTH NATIONAL

MARCH 11-13, 2009

MEDICAL BANKING INSTITUTE

BUILDING AN ELECTRONIC
Medical Banking
Community



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Medical Banking Boot Camp

Introduction

Seventh National Medical Banking Institute | March 11-13, 2009 | Nashville, TN

BUILDING AN ELECTRONIC
**Medical Banking
Community**

**Professional Sales Training
For Medical Banking Executives**

Presented by:

John English, Professor, Vanderbilt University

New Professional Designations

❖ Medical Banking is now a recognized field of discipline!

- ❑ Growing demand for executives that understand and can market and sell programs in this new field
- ❑ Two levels of professional certification available
 - **MBP: MBProject and the University of Missouri**
 - 9 month online training provides subject matter expertise
 - Involves a project of value to the industry and the employer
 - **MBS: Cross-industry Sales Training**
 - An intensive day and a half course to improve selling of medical banking programs

Objectives of Medical Banking Certification

- ❖ **To stimulate and disseminate the theory and principles of medical banking.**
- ❖ **To help banks and healthcare groups to understand the value they can mutually bring to health and healthcare.**
- ❖ **To provide tools and expertise that can drive improvements in marketing medical banking services.**

The **MBS** Program

- ❖ **Executive training for marketing and selling medical banking services**
 - ❑ A day and a half program
 - ❑ Introduction to the fundamentals of medical banking
 - Market segmentation and size
 - A typology of medical banking convergence
 - ❑ Refine sales skills for medical banking
 - Videotaping and critical evaluation
 - Developing the sales presentation
 - Answering objections
- ❖ **Opening classes will be scheduled for July**
 - ❑ Send inquiries to info@mbproject.org