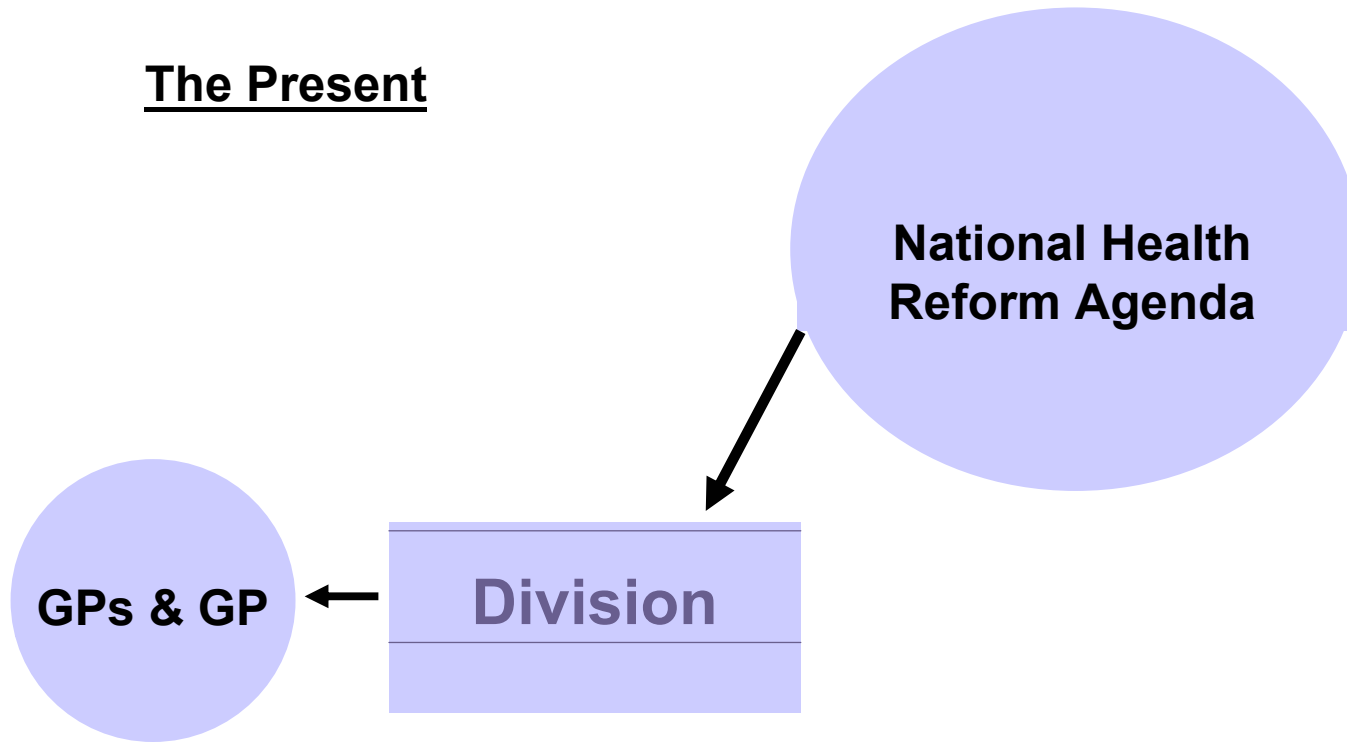


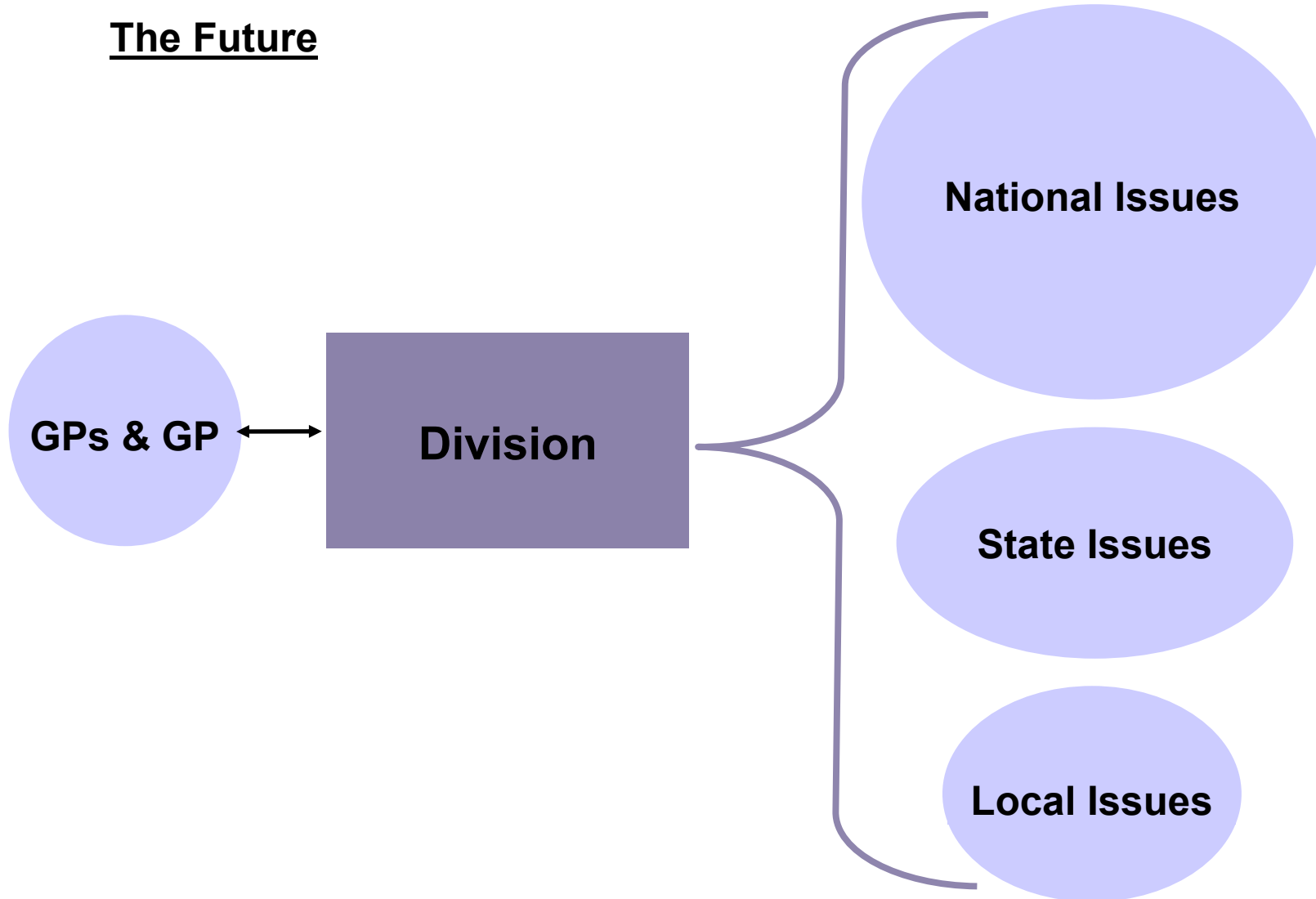
# Winning the Hearts and Minds of GPs

**John Mero**

## The Present



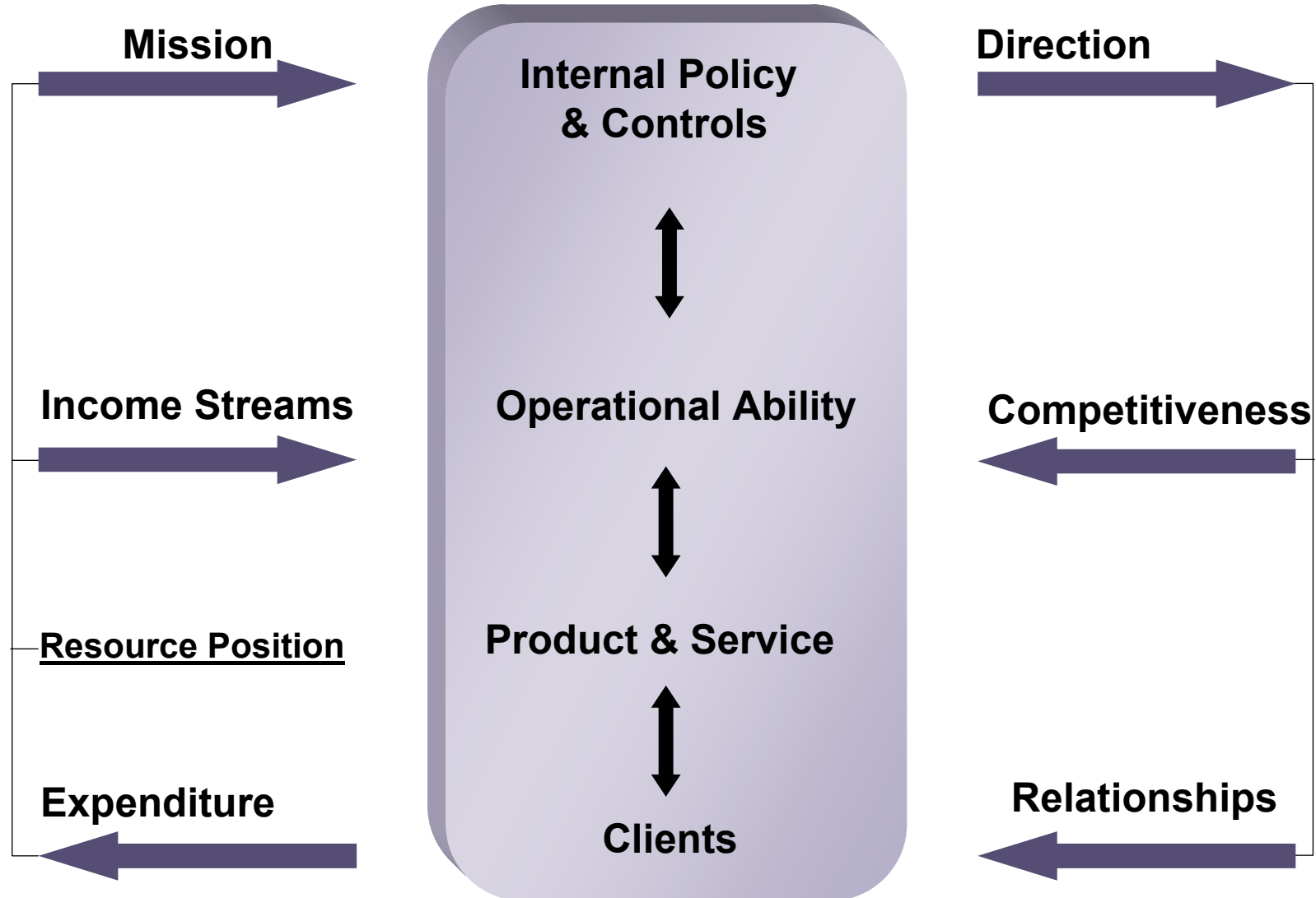
## The Future



# Business Modeling

Vision Method Outcome

Market Forces



Drivers & Opportunities

# Marketing Framework

## Building Member Involvement In General Practice Agencies



1. **Establish critical inputs eg**

**The tactical success factors  
when working with GPs,  
know their fears, wants  
and needs**

2. **Define products &  
services to sell the  
Division to GPs eg**

**Get your Business  
Modeling right**

3. **Specify the messages  
members must receive eg**

**It is your agency**

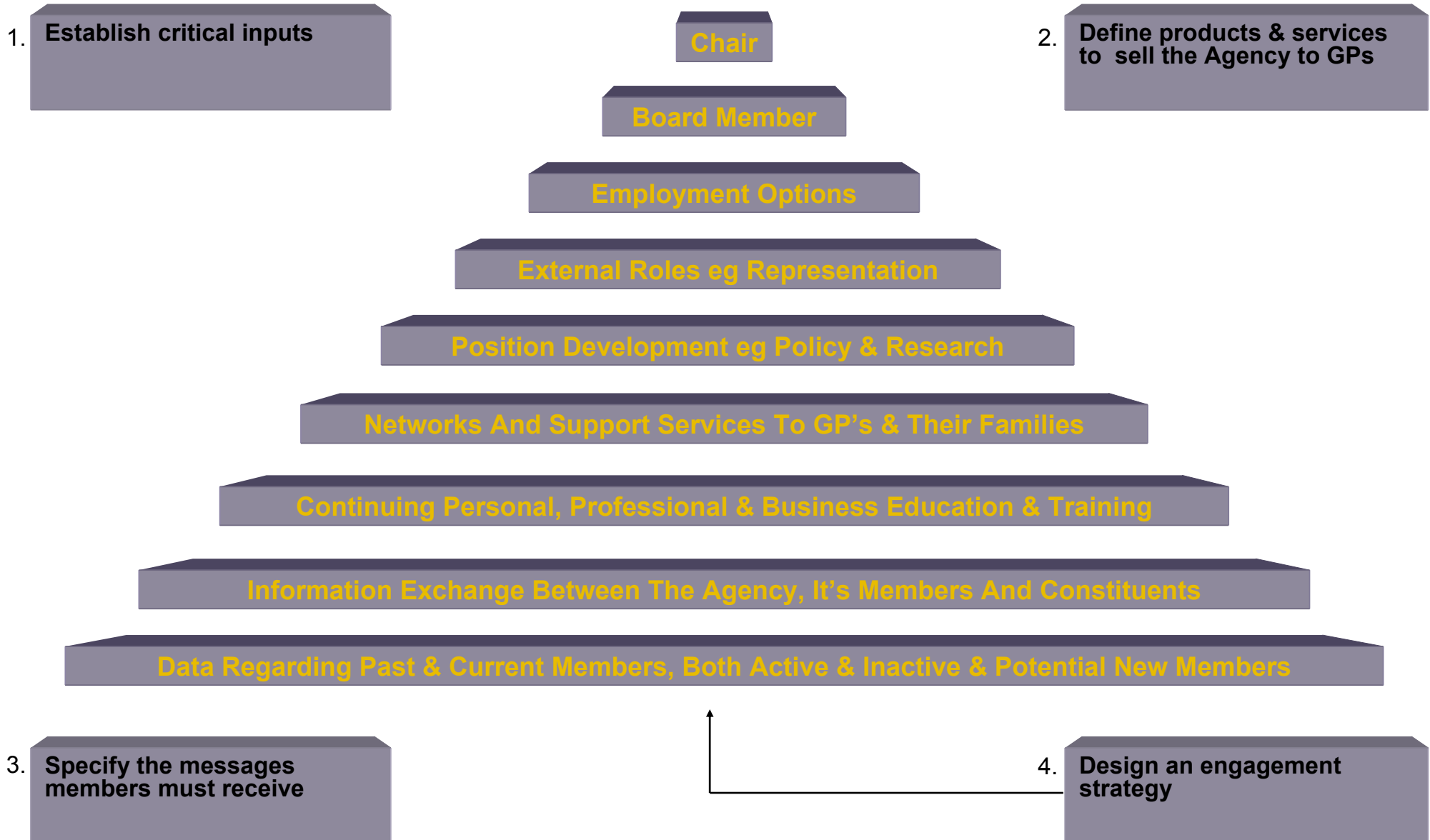
**Change the name  
Division**

4. **Design an engagement  
and communication  
strategy eg**

**A Member involvement  
strategy**

# Building Member Involvement In General Practice Agencies

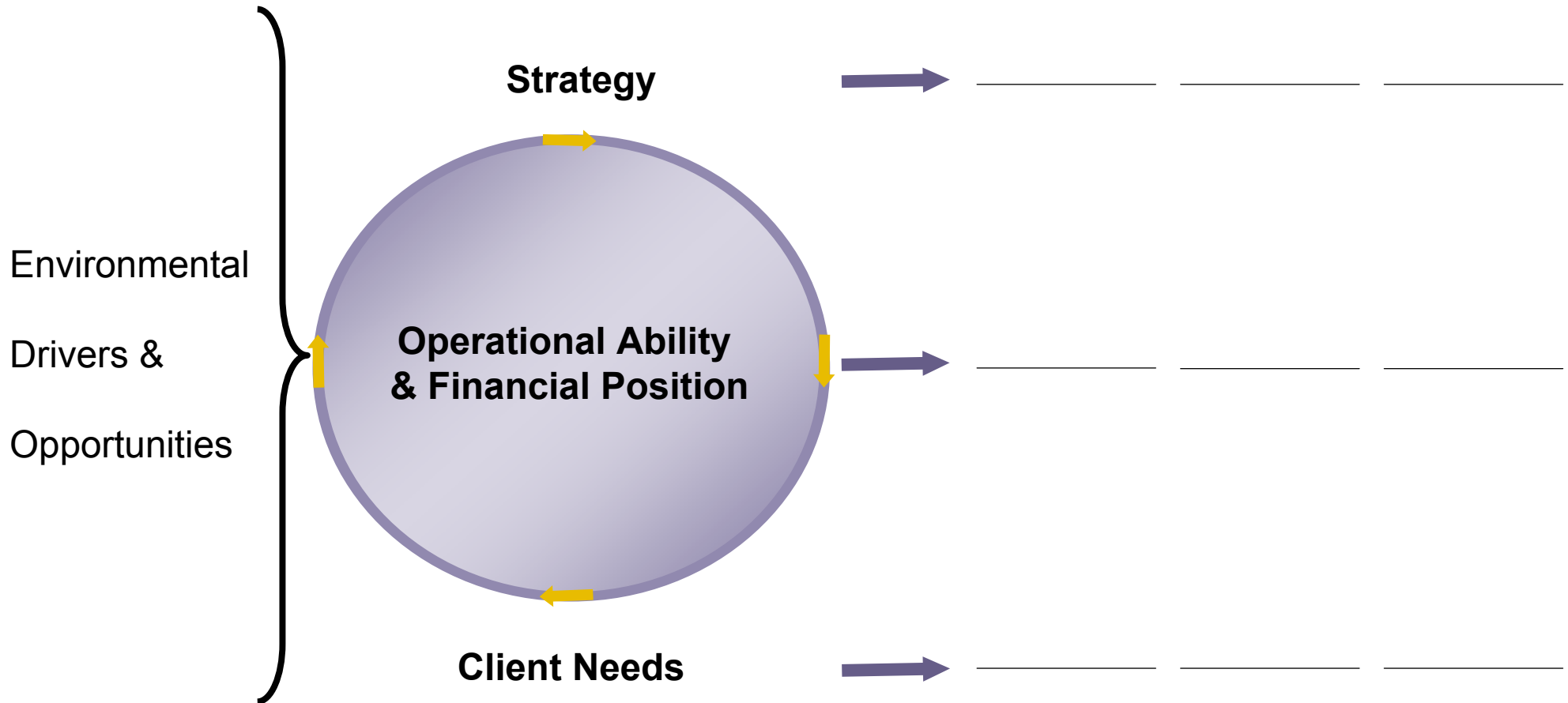
Vision Method Outcome



# Aligning Strategy, Operations & Client Need






Vision Method Outcome

## Critical Success Zones



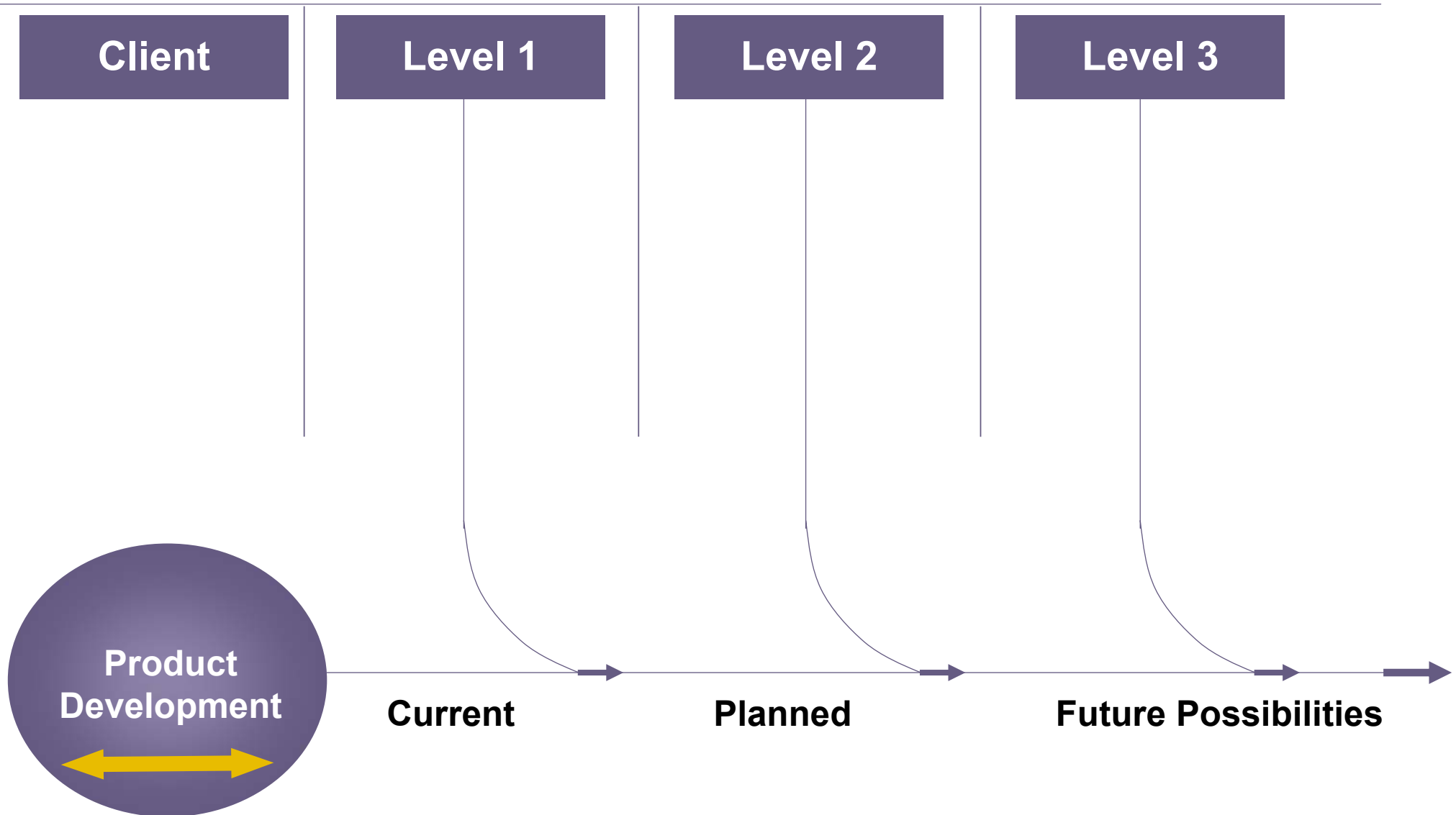
# Client Need Analysis

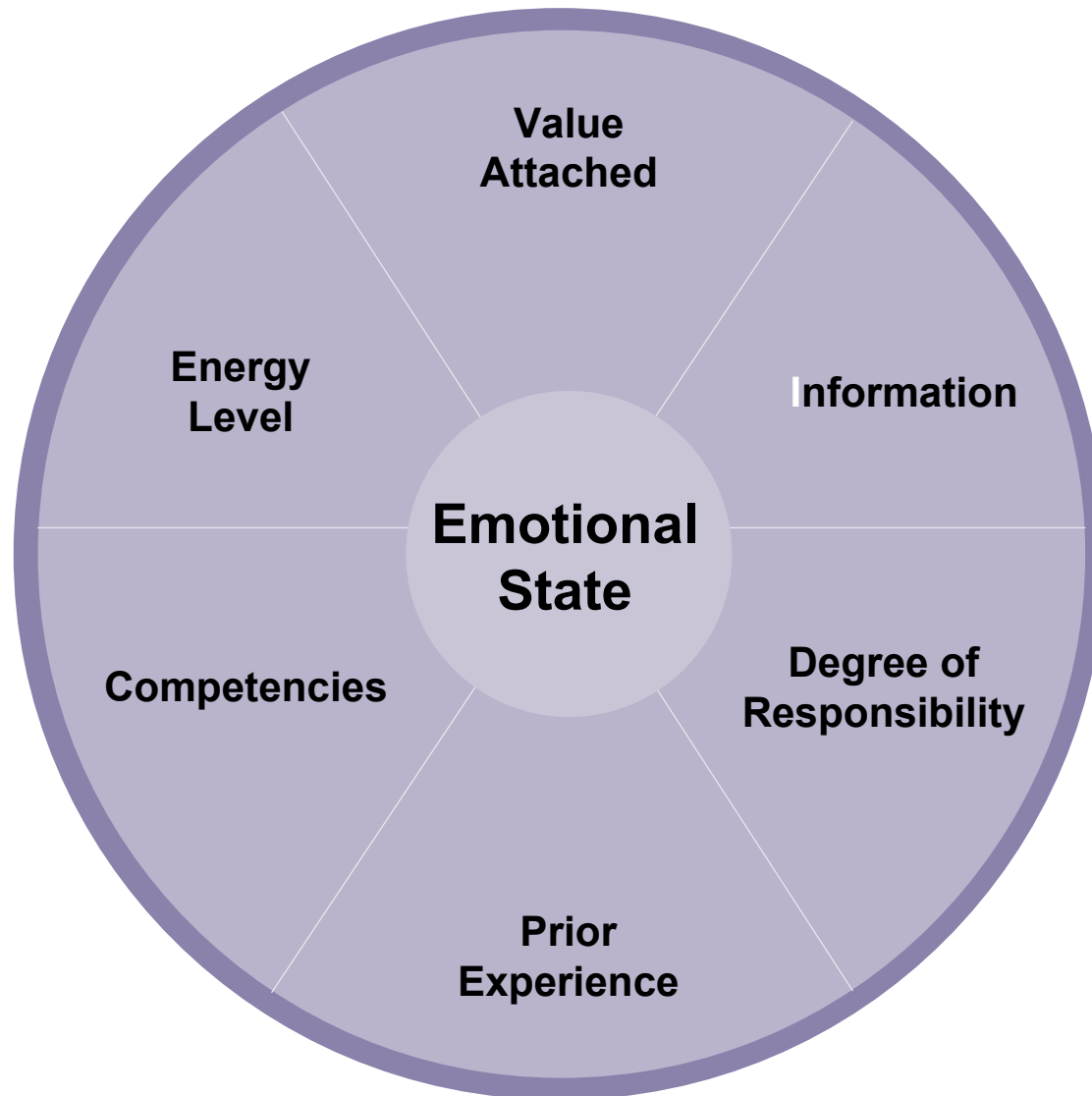


Client Need	Level 1	Level 2	Level 3
Name a Client	What needs does the client know they have?	What needs is the client becoming aware of?	What needs does the client have that they are not aware of?
Activity  Show  Requires  Displays  Achieves 	Current products/services Ability Quality & commitment Ability to meet needs Maintains client base	Plan for products/services Capability Analysis Value adding Confirms capacity	Research products/services Expertise Investment Leadership Displays expertise

# Client Need and Product Development

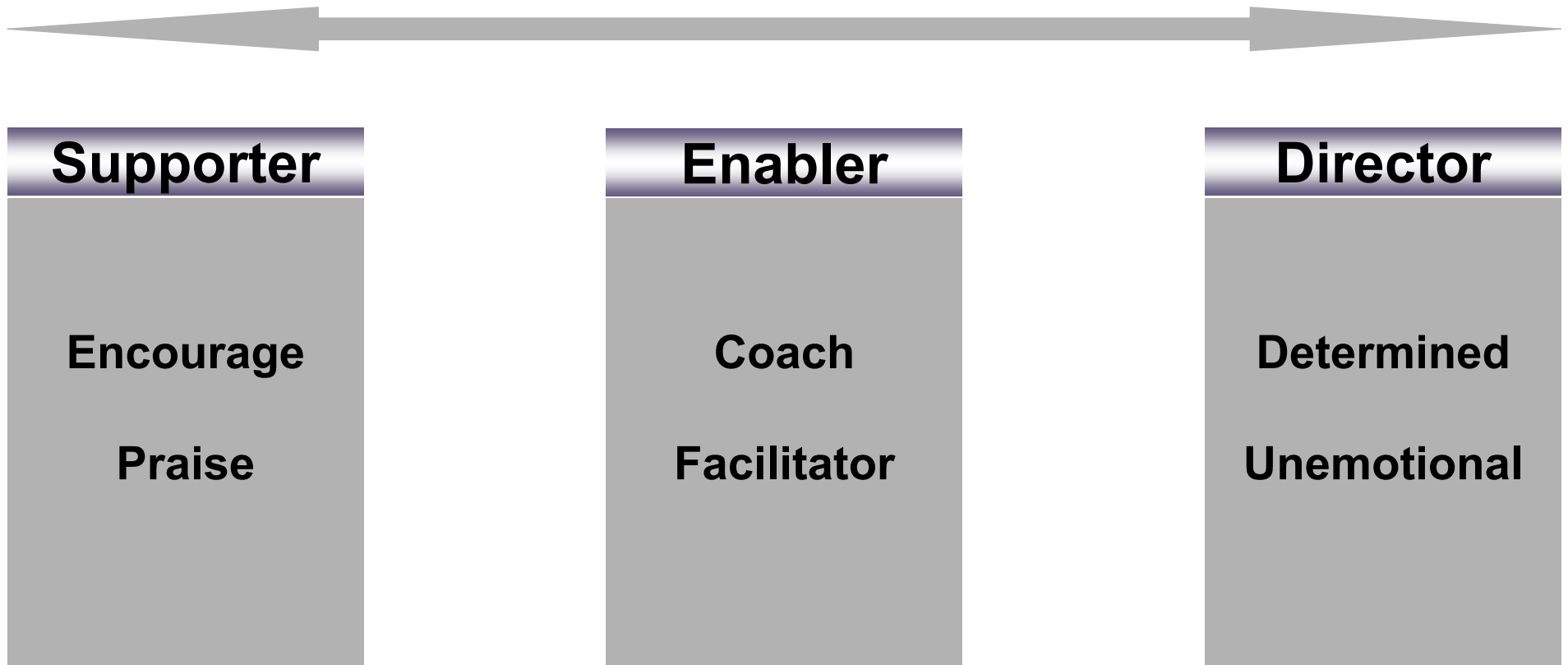
Vision Method Outcome  





# Leadership Continuum

Vision Method Outcome  



## Methods To Generate Income:



**Cost Reductions**

**Selling Skills**

**Selling Products**

**Major Initiatives**

**Using Champions**

**Special Events**

**Membership Fees**

**Fee For Service**

**Donations**

**Use Of Assets**

**Value Adding to existing efforts**

**Employing Specialists**

**Winning Tenders**

**Federal, State And Local Gov.**

**Philanthropy (National/International)**

**Corporate Donations**

**Partnerships**

**For Profit Ventures**

**Community Trusts**

**Selling Solutions**