



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Information Management /  
Marketing-Information Management

## **BUSINESS SERVICES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Describe the nature of business records.
2. Explain the nature of positive customer/client relations.
3. Develop cultural sensitivity.
4. Describe the use of technology in the marketing-information management function.
5. Describe current business trends.

## **EVENT SITUATION**

You are to assume the role of marketing research project coordinator for INTERNATIONAL SOLUTIONS. The CEO of URBAN MEDICAL HOSPITAL (judge) has asked you to explain the rationale for outsourcing the hospital's medical records to a company in India. The CEO (judge) also wants a plan of action for moving forward.

URBAN MEDICAL HOSPITAL is a world-renowned cancer research and treatment center. The ethical, physical and fiscal requirements of storing both patient and research records on site is overwhelming the hospital. The CEO (judge) has asked you to explain how they can employ technology to address this problem. In addition to the storage issue, the CEO is also concerned about patient care and maintaining the highest level of bedside care in all aspects of URBAN MEDICAL HOSPITAL's business operations.

You will present your rationale and plan of action to the CEO of URBAN MEDICAL HOSPITAL (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your recommendations. After you have presented your plan and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the role-play by thanking you for your efforts.

## **JUDGE'S INSTRUCTIONS**

### **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

You are to assume the role of CEO for URBAN MEDICAL HOSPITAL. You have asked a marketing research project coordinator for INTERNATIONAL SOLUTIONS (participant) to present a rationale for outsourcing patient records to a company in India while being responsive to the need for top-quality bedside customer care. You also want a plan of action for moving forward.

URBAN MEDICAL HOSPITAL is a world-renowned cancer research and treatment center. The ethical, physical and fiscal requirements of storing both patient and research records on site is overwhelming the hospital. You have asked the project coordinator (participant) to explain how the hospital can employ technology to address this problem. In addition to the storage issue, you are also concerned about patient care and maintaining the highest level of bedside care in all aspects of URBAN MEDICAL HOSPITAL's business operations.

The marketing research project coordinator (participant) will present the plan of action in a role-play to take place in your office. You will begin the role-play by greeting the project coordinator and asking to hear his/her information.

During the course of the role-play you are to ask the following questions of each participant:

1. Why is 'outsourcing' a negative word for many Americans?

2. Why is it important for employees located in India to participate in cultural sensitivity training?
3. Why is telephone etiquette so important for the record-keeping business located in India?

Once the marketing research project coordinator (participant) has presented a rationale for the outsourcing along with a plan to support the quality of patient care, you will conclude the role-play by thanking the research coordinator (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.

**JUDGE'S EVALUATION FORM**  
**BSM**  
**STATE EVENT 2010**

**DID THE PARTICIPANT:**

**1. Describe the nature of business records?**

**Little/No Value**

**0, 2**

Attempts at describing the nature of business records were inadequate or weak.

**Below Expectations**

**4, 6, 8**

Adequately described the nature of business records.

**Meets Expectations**

**10, 12, 14**

Effectively described the nature of business records.

**Exceeds Expectations**

**16, 18**

Very effectively described the nature of business records.

**2. Explain the nature of positive customer/client relations?**

**Little/No Value**

**0, 2**

Attempts at explaining the nature of positive customer/client relations were inadequate or weak.

**Below Expectations**

**4, 6, 8**

Adequately explained the nature of positive customer/client relations.

**Meets Expectations**

**10, 12, 14**

Effectively explained the nature of positive customer/client relations.

**Exceeds Expectations**

**16, 18**

Very effectively explained the nature of positive customer/client relations.

**3. Develop cultural sensitivity?**

**Little/No Value**

**0, 2**

Attempts at developing cultural sensitivity were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately developed cultural sensitivity.

**Meets Expectations**

**10, 12, 14**

Effectively developed cultural sensitivity.

**Exceeds Expectations**

**16, 18**

Very effectively developed cultural sensitivity.

**4. Describe the use of technology in the marketing-information management function?**

**Little/No Value**

**0, 2**

Attempts at describing the use of technology in the marketing-information management function were inadequate or unclear.

**Below Expectations**

**4, 6, 8**

Adequately described the use of technology in the marketing-information management function.

**Meets Expectations**

**10, 12, 14**

Effectively described the use of technology in the marketing-information management function.

**Exceeds Expectations**

**16, 18**

Very effectively described the use of technology in the marketing-information management function.

**5. Describe current business trends?**

**Little/No Value**

**0, 2**

Attempts at describing current business trends were inadequate or weak.

**Below Expectations**

**4, 6, 8**

Adequately described current business trends.

**Meets Expectations**

**10, 12, 14**

Effectively described current business trends.

**Exceeds Expectations**

**16, 18**

Very effectively described current business trends.

**6. Overall impression and response to the judge's questions.**

**Little/No Value**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_