



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Customer Relations / Product Service
Management

ENTREPRENEURSHIP 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 have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Identify company's brand promise
2. Explain management's role in customer relations
3. Determine services to provide customers
4. Identify company's unique selling proposition
5. Explain the role of customer service in positioning/image

EVENT SITUATION

You (participant) have created a service to be marketed to hospitals. You will meet with an area hospital administrator (judge) to propose your service.

Health care is of the utmost importance to most Americans today; not only securing and obtaining care but also navigating the aftermath of payment for services. You (participant) understand that the process for payment and insurance claims is a confusing and laborious task. You (participant) realize that there are many different providers that will be involved, leaving patients without clear understanding of what a medical procedure will cost. Your (participant) service being marketed assists hospitals with clearly communicating all costs associated with a medical procedure. Hospitals compete for patients and the ability to provide quality service to their customers. You know that when a person undergoes a medical procedure, many of the vendors providing the service invoice the patient directly without any coordination amongst them. For example, after the patient has gone home, they may likely receive an invoice from an anesthesiologist, a lab processing blood and tissue samples, the surgeon, the hospital, the rehab services, and others. Of course, claims are filed with insurance companies, and after they render the decision as to what is covered and what is not covered, the patient may get invoices from them for deductibles and service outside their plan. Their initial frustration is with the hospital.

Your idea is to provide a private service for a hospital to use to coordinate the vendor charges, the insurance coverage, and the deductibles before the procedure takes place so that the patient has a clear idea of charges they may have to pay. The hospital would contract your services to better serve their customers (patients). At present, there are no hospitals providing this service, and you are on the cutting edge with your business service venture.

As you prepare your presentation to the hospital, keep in mind that you have to convince hospital management that they have a role in customer relations and the need for a brand promise. If, after this initial meeting, the hospital is interested in your service, you will offer to provide them with a proposal and prepare sample reports about the operation of your service. This is not needed for the initial presentation.

Your focus is on the concept of providing a way for the hospital to become more customer focused and developing their hospital brand. Your goal is to sell hospital management on the idea of purchasing this service from you. In the process, the hospital can develop a unique branding opportunity through customer service that sets them apart from their competition making your (participant) service valuable in attracting new customers.

You (participant) will present your business service concept to Mr./Ms. Jones, the hospital administrator (judge), in a meeting to take place in the administrator's office. Mr./Ms. Jones will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the administrator's questions, they will conclude the meeting by thanking you for your work.

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 MR./MS. JONES (Judge) are a HOSPITAL ADMINISTRATOR for an area hospital. The entrepreneur (participant) has created a service to be marketed to hospitals. You will meet with the entrepreneur (participant) to hear their proposal for a hospital service.

Health care is of the utmost importance to most Americans today, not only securing and obtaining care but also navigating the aftermath of payment for services. The entrepreneur (participant) understands that the process for payment and insurance claims is a confusing and laborious task. They (the participant) realize that there are many differing views of what will be offered, leaving patients without clear knowledge of what a medical procedure will cost. Their service is being marketed to assist hospitals by communicating all costs associated with a medical procedure. Hospitals compete for patients and the ability to provide quality service to their customers. As a hospital administrator, you understand that when a person undergoes a medical procedure, many of the vendors providing the service will bill the patient directly without any coordination amongst them. For example, after the patient has gone home, they may likely receive an invoice from an anesthesiologist, a lab processing blood and tissue samples, the surgeon, the hospital, the rehab services, and others. Claims are filed with insurance companies, and after they render the decision as to what is covered and what is not covered, the patient may get invoices from them for deductibles and service outside their plan. Their initial frustration is with the hospital.

The entrepreneur's idea is to provide a private service for your hospital to use to coordinate the vendor charges, the insurance coverage, and the deductibles before the procedure takes place so that the patient has a clear idea of charges they may have to pay. At present, there are no hospitals providing this service, it and is a cutting edge service.

As the entrepreneur (participant) presents their service to you (judge) they must convince you of your role in customer relations and the need for a brand promise. If, after this initial meeting, you are interested in their service, they should offer to provide you with a proposal and prepare sample reports about the operation. This is not needed for the initial presentation.

The entrepreneur (participant) should focus on the concept of providing a way for the hospital to become more customer focused and developing a hospital brand. Their goal is to sell you (judge/hospital management) on the idea of purchasing this service from them. In the process, you can develop a unique branding opportunity through customer service that sets your hospital apart from the competition making their (participant) service valuable by attracting new customers.

The entrepreneur (participant) will present their business service concept to you in a meeting to take place in your office. You will begin the meeting by greeting the entrepreneur and asking to hear their ideas. After they have presented their ideas, you will ask them three questions (see below). You will conclude the meeting by thanking them for their proposal.

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

1. How will you help us present this service to the public to ensure the enhancement of our brand?
 - a. *Possible Solutions: Responses may include promotion tools (advertising/public relations), in-house information sessions, patient mailings, and/or employee training sessions.*
2. Why should the cost of this service be considered by our hospital?
 - a. *Possible Solutions: The participant may reinforce the branding opportunities this service avails. The participant may revisit the unique selling proposition this service provides for your hospital. Overall increased referrals to the hospital once the customer satisfaction rates increase.*
3. Have other hospitals in the area considered using your service?
 - a. *Possible Solutions:*
 - i. *If yes, the participant should expand on how it has created a branded image, increases customer satisfaction, etc.*
 - ii. *If no, the participant should reiterate that they are offering your hospital a unique branding opportunity, etc.*

Once the entrepreneur (participant) has presented and has answered your questions, you will conclude the meeting by thanking the entrepreneur (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.

Performance Indicator Information

1. **Identify company's brand promise:** A brand promise is the statement that your hospital will make to customers that identifies what they should expect in all interactions with your employees, products, services, and the hospital itself. A hospital's brand promise encompasses their reputation. They earn a good reputation by doing the right thing, doing it well, and doing it consistently. And just like a reputation, a brand is a living entity — it evolves, and it is enriched or undermined by actions and improved services. Any A hospital's branding efforts should have an understanding of its market share, strengths, weaknesses and the consumers' perception and beliefs about its services.
2. **Explain management's role in customer relations:** As management, the participant should reinforce your role in customer relations. Service-related processes ultimately enhance the customer's overall experience. The direct interaction with customers builds positive relationships.
3. **Determine services to provide customers:** The entrepreneur (participant) should clearly describe the services to be offered, including a strong description of information your customers will receive, and the value this brings to you, the service provider.
4. **Identify company's unique selling proposition:** The entrepreneur (participant) should identify their unique service and how it will differentiate your business from others. This is a cutting edge service that currently has no competitors. This will provide your customers with a unique service.
5. **Explain the role of customer service in positioning/image:** The entrepreneur should explain that by providing customer service above and beyond the norm in the industry, you will assist with differentiating your business's services from others. The mentality of a customer focused service is key to positioning your brand.



ENTREPRENEURSHIP SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA

Customer Relations / Product Service Management

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Identify company's brand promise	10-11	12-13	14	
2.	Explain management's role in customer relations	10-11	12-13	14	
3.	Determine services to provide customers	10-11	12-13	14	
4.	Identify company's unique selling proposition	10-11	12-13	14	
5.	Explain the role of customer service in positioning/image	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator