



Diligence

WOUND CARE GLOBAL LLC

Become a keener wound care executive.

Wound Care & Regenerative Medicine Workshops

• Sales • Marketing • Clinical Specialists • Leadership

Wound care and regenerative medicine companies spend hundreds of millions--perhaps billions--each year on sales, marketing, and clinical education. The goal is, of course, to drive product usage. But do the investments always pay off? Why do so many sharp, knowledgeable, and articulate wound care and regenerative medicine professionals spend so much time, energy, and money on sales calls, product demonstrations, marketing materials, educational meals, speakers, and other expensive activities--yet are often unable to generate value greater than the resources invested?

- Unique, refreshing, and practical training workshops enhance the effectiveness of sales, marketing, clinical/product specialists, and leadership teams in the wound care and regenerative medicine industry.
- Led by former wound care administrators and providers (i.e. customers).
- Participants will be given a direct window into the wound care customer decision-making process.
- Actionable, portfolio-specific strategies and tactics give your teams an advantage over competition.
- Perfect for new hire onboarding, sales, clinical, and product training, and strategic/leadership meetings.

Problems We Solve

- What are the most effective strategies for wound care and regenerative medicine sales, clinical education, and marketing in the outpatient (clinic), inpatient, OR, skilled nursing facility (SNF), and home care settings?
- What is the clinical and administrative flow at these care sites, and how to leverage it?
- How should sales and marketing effectively approach independently managed vs. outsourced facilities?
- What are the clinical outcome/quality metrics used by these care sites and how do your products and services address them?
- What are the different roles and profiles encountered at each care site, and how to best partner with and sell to them?
- What are the relevant financial/revenue cycle/reimbursement considerations that affect product adoption and usage?
- What are the decision making processes at each care site/call point and how can you become involved?
- What are the most effective approaches to driving usage of specific product categories (dressings, allografts/biologicals, NPWT, pharmaceuticals, etc.)?
- How to best sell against the competition and partner with other vendors to drive sales?
- Which future strategies and products will best drive your growth?
- Other actionable and practical strategies and tactics from wound care and regenerative medicine executives and former customers.
- Open Q&A and real-world scenarios addressed.

About Us



Rafael Mazuz
Managing Director

Diligence Wound Care Global, LLC is the only wound care and regenerative medicine advisory and training firm led by an actual product user with expertise in wound care services management as well as business development, corporate strategy, and finance within the industry.

Prior to founding Diligence Wound Care Global, Rafael opened and led award-winning, multi-million dollar wound care units for Healogics, the world's largest provider of managed wound care services, including full P&L responsibility. With a background in healthcare, management consulting, venture capital, strategy, business development, and operations, he and his team have successfully executed for healthcare investors, startups, device, and service firms in the global medical and healthcare markets, including unique and actionable sales training workshops.

Contact us to review your wound care growth needs and how we can provide you with a competitive edge.

Client Feedback

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There are tons of courses on sales strategies and clinical certifications. This is the only one that teaches how to actually market and sell wound care. -Director of Training, Multinational Wound Care Device Company

Your intellectual property is incredibly valuable to us. -VP of Marketing, Leading US Regenerative Medicine Firm

I consider this workshop an industry best-practice. I plan to make it part of our new hire sales orientation going forward. -VP of Sales, Specialty Wound Care Distributor

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• RAFAEL@DILIGENCEWCG.COM • +1-240-370-8445 • WWW.DILIGENCEWCG.COM