

# HEALTHCARE CERTIFICATION PROGRAM

## Acknowledgment for Direct Sales

### INTRODUCTION

The Healthcare Certification Program has been developed to provide a level of healthcare industry competency for members of our sales organization who are dedicated to, or have a highly focused concentration on, this critical vertical market. The coursework included in the certification program provides a foundational level understanding of the healthcare industry and the provider organizations categorized as Acute, Ambulatory, and Extended Care, as well as the trends, challenges, and initiatives, and the solutions and services developed and positioned to address this critical vertical market.

### REQUIRED

- Complete Assigned Certification Curriculum
- Access and utilize the Healthcare Digital Playbook
- Join the monthly Healthcare Webinar
- Film a brief presentation via Teams, and submit files to the following:
  - jcisna@kmbs.konicaminolta.us
  - MCardwell@kmbs.konicaminolta.us
  - dmorrison@allcovered.com



### RECOMMENDED

- Follow Healthcare Social Media Targets
- Download Internal and External Healthcare Battle Cards
- Obtain Prescribed Digital Marketing Collateral
- Join Local HIMSS Chapter, MGMA or other membership organizations in your market (as appropriate)

