



## Overview

Ancillary Care is a unique niche within the healthcare industry that accounts for \$1 trillion or thirty percent of the \$3.6 trillion US healthcare market. Ancillary care covers healthcare services outside traditional physician and hospital care, such as chiropractic, diagnostic medical imaging, lab work, dialysis, surgery centers, and much more.

Founded in 2002, Ancillary Care Services (ACS) manages contracting, collections, and administrative services for 650 regional payor organizations and provides patients access to a national network of service providers covering more than 32,000 sites.

Ancillary Care Services established its business through complex sales cycles, typically nine to twelve months in length. Unlike pharmaceutical or managed care sales, ACS required more in-depth educational marketing for its prospective clients.

ACS engaged Motum to develop a plan to accelerate their growth by developing an effective sales and marketing strategy aligned to its target market.



ANCILLARY  
CARE  
SERVICES

## Ancillary Care Services Healthcare Provider, Irving, TX

"Motum helped us establish the discipline across our organizations to present ACS in a consistent, compelling way to the marketplace. We are also benefiting enormously from the use of Motum's WIN™ Sales Methodology to bring both velocity and risk mitigation to our sales cycles."

- Cornelia Outten, VP of Provider Development

"Motum helped us define clear, concise value messages to raise the need and demand for our service. And more than that, they continue to reinforce those leading practices with regular sales training, presentation skills training, and message evaluation."

- Jim Robinson, Sr. VP of Sales & Marketing

# Customer Challenges

ACS was operating with only two sales employees and no marketing resources. Before they could effectively scale the sales operation, they needed to establish a foundational revenue performance infrastructure:

- Core messaging for the company and its solution footprint
- Marketing materials and a playbook to support the sales team
- Adoption of a customer relationship management solution

ACS wanted to establish consistent, differentiated messaging about the company and the value its solutions deliver. ACS had an immediate need for a growth oriented market strategy, including support for sales and other critical areas. The main challenge was time: acquiring the right organizational talent was a nine-month process, but ACS needed to achieve strategic momentum in a matter of weeks.

## Solution

ACS engaged Motum to provide immediate strategic leadership and execution to unify the sales and marketing organization under one market engagement platform. Motum worked directly with ACS executive leadership and their new marketing team to:

- Identify specific needs and company growth goals
- Benchmark the current state of ACS business against the performance and best practices of their top competition
- Develop and lead ACS through a rapid transformation that enabled them to reengage the ancillary service marketplace with an approach that was fresh, bold, and compelling

"Because our company is so unique, describing to our target audiences what we do has often been a clumsy and lengthy exercise. Motum helped us to establish the discipline across our organizations to present ACS in a consistent, compelling way to the marketplace. We are also benefitting enormously from the use of Motum's WIN™ Sales Methodology to bring both velocity and risk mitigation to our sales cycles."

- Cornelia Outten, VP of Provider Development

## Results

In less than sixty days, Motum enabled ACS to establish its core market strategy to:

- Articulate unique market value and position ACS as superior to the competition
- Align ACS sales process to a common framework based on the Motum WIN™ Sales Methodology and Management

All market-facing professionals at ACS are armed with a Motum produced Power Pitch™ Book and a Power Play Book™ providing competitive differentiators and messages tailored to the unique buying needs of the diverse ACS audience.



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