



NEGOTIATION TECHNIQUES FOR HEALTHCARE PROFESSION

Premium online course

Speaker: Dr. Tobias Schilling, MBA



"A sovereign negotiation technique can make both your professional and private life much easier: you will achieve better results and gain a better relationship with other people. After this course, you will have negotiating techniques that allow you to at least see through experienced negotiators."



WHY SHOULD WE IMPROVE OUR NEGOTIATION SKILLS IN HEALTHCARE?

Negotiations take place in hospitals and scientific research on multiple occasions every day. Albeit, negotiations should not be reduced to just contracting with potential suppliers of medical devices or laboratory equipment. Instead, negotiation techniques can be applied to any interaction in which two or more parties trying to assert their interests

In clinical care, this includes, for example, the discussion of bed quotas, surgical capacities, the definition of

monthly rosters, further vocational training options, budget negotiations, or the transfer of patients to other wards or other hospitals.

In research, it is standard to bargain about using laboratory equipment, the distribution of third-party funding, the use of assistant staff, the order of authors in scientific publications, or who will be allowed to present the results at the next conference.



IMPACT OF SUCCESSFUL NEGOTIATIONS ON PROFESSIONAL AND PRIVATE LIFE

Negotiations can have a significant positive impact on or delay careers in these and countless other situations. Assuming that you would achieve only 5-10% better results in all daily negotiations, these benefits add up to noticeable improvements over the course of your career and even your lifetime.

Also, successful negotiations may improve your relationship with other people.

Unfortunately, physicians and nurses, who are not always used to negotiating, sometimes feel uncomfortable in bargaining situations. They are worried about jeopardizing their relationship with the other party, are scared of negative consequences, or do not know whether they have sufficient negotiating skills. Therefore, healthcare professionals sometimes accept prices and conditions without negotiation and take –

usually gnashing their teeth – substantial disadvantages.

On the other hand, there are quite a few situations where you are even expected to negotiate the conditions. If you do not bargain in these expectations, you run the risk of appearing weak in the eyes of your negotiating partners and of losing respect, which significantly impairs the relationship.



A charming and playfully applicable negotiation technique can bring you considerable advantages not only in the hospital or in the laboratory but also in your private life. A natural and friendly, but goal-oriented negotiation style will improve the relationship with your fellow human beings on many occasions.

WHAT CAN YOU
EXPECT IN THIS
ONLINE COURSE



In this course, we will introduce you to the basics of negotiating art in short videos. You will get to know established negotiation techniques and principles from internationally renowned negotiating greats such as Stuart Diamond, Jack Nasher, Chris Voss, Matthias Schraner, and, of course, parts of the Havard concept (getting to yes) by Ury and Fisher. You will learn about the most health-care-relevant principles, methods, tools, tips, and tricks from literature and our own experiences from our work in hospitals.

The aim is to provide you with an arsenal of negotiating techniques from which you can create your personal negotiating toolbox. You only choose elements that fit your character well. Consequently, your future negotiations will feel natural to you and be carried out with a high degree of confidence.

The course is divided into five sections: (s. next page). In all sections, we focus exclusively on tools and methods that we successfully applied in hospitals and in our own scientific work. This curriculum, therefore, provides you with negotiation knowledge and skills that are immediately applicable in your daily, both professional and private life..

1. Introduction	2. Preparation	3. The power	4. Strategies and tactics	5. Communication
<ul style="list-style-type: none">• Basic principles• A charming mindset• Premises for successful negotiations• The underlying psychology of negotiations	<ul style="list-style-type: none">• Identifying difficulties• Analysis of the negotiation partner• Detecting differences and bargaining chips• Planning of the negotiation• Setting goals• Preparations• Choreography	<ul style="list-style-type: none">• Who is more powerful?• Who is stronger in which situation?• Disarming intimidations• Deflecting manipulations• Strengthening your position• Winning secretly	<ul style="list-style-type: none">• Generic negotiation strategies• Subtle maneuvers• Negotiation standards• Tactical psychology	<ul style="list-style-type: none">• The impact of relationships• Tactical empathy• Detecting, creating, and controlling emotions• Styles of communication



ABOUT THE SPEAKER

Tobias Schilling, MD, MBA born in 1973 studied medicine in Hannover and finished his thesis on “Tissue Engineering of bioartificial heart valve prostheses” in 2004.

After an assignment as a surgeon in the department for cardiothoracic, transplantation, and vascular surgery of Hannover Medical School he inaugurated the clinic management of this department in 2007, which he is currently chairing to date. The turnover of the department with its 500 employees increased from 42 M € in 2007 to 74 M € in 2018. Even though this result can certainly not be attributed exclusively to the department`s innovative clinic management, it at least indicates a positive effect of a

dedicated decentralized management structure in a large scale clinic.

Dr. Schilling ran several scientific projects financed by the German Federal Ministry of Education and Research (BMBF) and the German Research Foundation (DFG) in the fields of clinic management, health economics, research management, and tissue engineering in close collaboration with the Leibniz University Hannover, the University of Rostock, and the University of Greifswald. The State University Nicolae Testemitanu in Chisinau, Moldova granted him the title “Visiting Professor” in 2011 for his work on the economic impact of migration on hospitals.

Dr. Schilling founded a startup company for internet marketing and e-commerce in 1998, for which he still serves as a consultant. He gained vast experience from a plethora of successful and non-successful negotiations in strategic, operational, academic, and scientific projects.



“The theoretical framework and strategies were exceedingly well illustrated by using lots of examples that perfectly matched our experiences and horizons. So, the seminar was in various regards a huge gain for me.”

“Dr. Schilling equips the audience in his seminar with the confidence to be well prepared for new challenges and he provides valuable tips for the work in the hospital.”

“The seminars of Dr. Schilling were very exciting and gave me new impulses, that I want to try to apply in future professional as well as private situations.”

„An enriching seminar, in which Dr. Schilling demonstrates by reference to seemingly banal tips how individual resources can be used optimally to gain an outstanding reputation in professional life and to work with maximum efficiency.”

“The seminars of Dr. Schilling are very close to the practice. Hence his advice is helpful and applicable in every situation in life. Moreover, Dr. Schilling helps to elucidate individual mistakes and improvement options. In consequence, I can react adequately and self-confidently to any issues in negotiations after the seminars. For this reason, the seminars proved to be a huge win for me already by now.”

“The seminar provides practical advice for the everyday working life of doctors. The picturesque examples, as well as the motivated approach of the lecturer, increase the outstanding learn effect of this seminar compared to other events that address professional behavior. Theory and practice are tied together in this seminar, which helps to internalize the tips very quickly. An absolutely goal-oriented seminar that inspires sustainably.”

I found all seminars of Dr. Schilling very instructive, well structured, and vivid. I received many new insights that are at any rate very helpful for practice in the medical environment. The content was communicated with great passion. Moreover, I found the countless examples from his own life and the many stories from the daily clinical routine very entertaining. The examples facilitated to visualize the application of the negotiation techniques in the clinical arena and to memorize them. The seminars lack for nothing! Thank you so much!”



ABOUT HANNOVER-MEDICAL.MANAGEMENT



Combining the best of two high-performance healthcare systems: Germany and India

Hannover-Medical.Management offers premium onsite- and online-courses on medical management for physicians, nurses, and hospital managers who require immediately applicable management tools.

The healthcare systems in Germany and India labor under fundamentally different conditions. Specific approaches in management and healthcare are required to succeed in each system. Healthcare finds itself under enormous economic pressure in both countries, which is flanked by significantly different socio-cultural as well as epidemiologic factors.

It is obvious that pressure comes in a completely different dimension in India with its 1.3 B population and a per-head expenditure for healthcare of 63 \$ compared to Germany with 82 M inhabitants and an average spending of 5,600 \$ per capita. Besides, the mainly private financing of patient care in India in contrast to Germany's comprehensive insurance system and the complex G-DRG-system account for considerable impact on the medical management.

Pragmatism and efficiency are required as major principles in India, facing the vast number of patients who are in need of healthcare in a situation of limited personnel and infrastructural resources. On the other side, safety and (innovative) maximum care determine the clinical care, the process management, and the hospitals' organization in Germany.

Hannover-Medical.Management has the unique

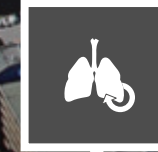
privilege to combine the experience gained from both systems. Herewith, we can offer a versatile training and coaching portfolio in hospital management that is applicable in highly challenging scenarios.

Hannover-Medical.Management is an Entrepreneurial Company founded by Dr. Tobias Schilling, MBA and Sudhakar Jayaram, B.E, MBA.

Hannover-Medical.Management is an officially associated partner of Hannover Medical School, Germany.



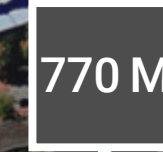
One of Germany's largest and most renowned university hospitals



One of the world's leading transplant centers



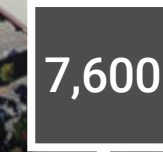
Research foci: Implants, infectious diseases, transplantation



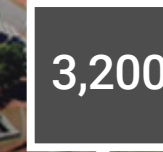
Yearly turnover in €



Beds



Employees



Students



Hannover Medical School

The Hannover Medical School was founded in 1965. The integration of patient care, research, and academic education on one campus is an outstanding feature of MHH. The MHH is an university hospital for maximum patient care, which offers the complete spectrum of modern medicine and serves as a national and in part even worldwide center of reference.

MORE INFORMATION AND CONTACT

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