

Intermec Healthcare Lead Generation Program Conditional branching script

Customizable based on Partner solution and healthcare vertical including: Hospitals, Labs, and medical offices/clinics

01. Conditional Branching

- * If facility_code = Hospitals: Go to 1
- * If facility_code = Labs: Go to 9
- * If facility_code = Offices Clinics: Go to 17

1. Hello, this is (YOUR NAME) calling from Intermec. Are you aware we develop printers which specifically address FDA and HIPPA requirements?

If Yes: Go to 2
If No: Go to 1a
Store: aware

1a. For over 10 years, Intermec has been developing printers for the healthcare industry to specifically address the FDA and HIPPA requirements of patient safety, data accuracy and automation. Intermec recently launched the XXXX OFFER to help hospitals who are considering solutions to increase patient safety, reducing errors and improving efficiencies.

* If Continue: Go to 2

2. Are you responsible for any of the following?

- Patient tracking & administration
- Point of care/bedside
- Security & records
- Pharmacy
- Laboratory
- Supply inventory
- Asset Tracking

REP NOTE: IF THEY ANSWER NO TO THIS QUESTION INQUIRE AS TO WHO IS INVOLVED IN THESE AREAS AS IT RELATES TO EQUIPMENT PURCHASES.

* If Yes: Go to 3
* If No: Go to 2a
Store: responsible

2a. [KEY]Can you direct me to the person who does handle those issues?[*KEY]

REP NOTE: IF THEY ANSWER YES: CAPTURE NEW CONTACT INFO IN A NEW RECORD AND CALL THAT PERSON

* If Yes: Go to 99

* If No: Go to 99

3. Are you familiar with the XXX offer Intermec recently launched? This is a great opportunity and offer if you are considering new solutions to increase patient safety, reducing errors and improving efficiencies.

Intermec printers and media can help healthcare workers with:

- Patient tracking & administration
- Point of care/bedside
- Security & records
- Pharmacy
- Laboratory
- Supply inventory
- Asset Tracking

--- REP NOTE: USE THE FOLLOWING REFERENCE DOCUMENTS:

- INTERMEC SOLUTIONS THAT MEET YOUR NEEDS
- HEALTHCARE SOLUTION BRIEF
- INTERMEC OFFER FOR HEALTHCARE INDUSTRY (TBD)

ADDITIONAL INFORMATION: FOR CONVERSATION INFO AIMED AT WHAT INTERMEC OFFERS FROM AN EQUIPMENT PERSPECTIVE AS RELATED TO WHERE THE PROSPECT WORKS WITHIN THE FACILITY

Regulations Needs – From FDA rules on recordkeeping to HIPAA requirements on privacy and protection, you need specific solutions that can adapt to increasing regulations and work with your existing systems and technology. It's because of our extensive knowledge of healthcare regulations, applications and processes that organizations look no further than Intermec for safe, effective bar code and tracking solutions.

Patient Administration (tracking and administration) - Improved Patient Safety with a quality wristband solution

Applications: Patient ID/Wrist Bands

Audience: IT (Buyer), Admissions (Influencer)

Target Printers: PF8 Desktop, PC41 Desktop, PD41/42 Commercial

Media: INband Wristband

Point of Care and Bedside - Using bedside labeling to reduce errors and improve efficiency

Applications: Specimen, diet, in-home care labeling

Audience: IT (Buyer), Operations (Influencer), Nursing (Influencer)

Target Printers: PB22/32/50 Rugged Mobile Label Printers

Media: Duratherm III Paper Permanent; Duratherm II Synthetic Permanent

Security and Records - Successfully meet the stringent demands imposed by HIPPA and the FDA on facilities

Applications: Patient medical records labeling

Audience: IT (Buyer), Admissions (Influencer)

Target Printers: PF8 and PC41 Desktop, PD41/42 Commercial, PM4i and PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II Label

Pharmacy and Laboratory - Pill bottle labeling and pharmaceutical/biotech labeling

Applications: Unit dose and prescription labeling

Audience: IT and Laboratory/Medical Management (Buyer), Operations (Influencer)

Target Printers: PF8 Desktop, PC41 Desktop, PM4i Mid-Range, PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II polyester and clean room polyester label; Duratran II Clean room polypropylene label; Duratherm III paper, permanent and controlled removable label; Duratran S label; Duratran Kimdura label

Supply Inventory and Asset Tracking - Supply/Warehouse

Applications: Shipping/receiving, materials and high value equipment labeling

Audience: IT and Operations

Target Printers: PD41/42 Commercial, PM4i Mid-Range, PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II Label; Duratan II Gloss Polyester Label; Duratan II Kimdura label

* If Yes Familiar: Go to 4

* If Not Familiar: Go to 3a

3a. INSERT XXX PARTNER/INTERMEC OFFER DETAILS HERE

* If Continue: Go to 4

4. [KEY]What SPECIFIC area(s) of the Hospital involves your work?[*KEY]

* If Continue: (Capture Areas Involved <Patient Administration/administration, Point of care/bedside, Pharmacy, Security/records, Laboratory, Supply-Inventory, Asset Tracking, Didnt know, Wont answer>, Areas Involved other): Go to 5

5. [KEY]Are you looking to expand capacity, address current pain points or upgrade printer technology in the coming months, or with no cost or obligation open to learning more about the Intermec healthcare solutions and XXX OFFER ?[*KEY]

* If Yes Go to 6

* If No: Go to 5a

Store: expand

5a. Do you know of any other departments within the hospital where they have issues they are trying to solve and with which we could help by supply a technology solution to address the issue?

* If Yes Go to 2a

* If No: Go to 99

Store: other departments

6. In what areas of the hospitals operations are you looking to make improvements?

REP NOTE: HERE ARE SOME PROMPTS:

-- Patient tracking & administration

-- Point of care/bedside

-- Security & records

-- Pharmacy

-- Laboratory

-- Supply inventory

-- Asset Tracking

* If Continue: (Capture Improvements <Patient tracking/administration, Point of care - bedside, Security and records, Pharmacy, Laboratory, Supply inventory, Asset Tracking>, Improvements other): Go to 7

7. Can you tell me what specific issues you are trying to solve?

* If Continue: (Capture Pain Points <Printer performance issues, Quality and speed issues, Ruggedness and durability, Network connectivity, Security issues, Ease of use issues, Media waste, Quality issues, Scalability challenges, Software challenges, Current printer age, Ready for upgrade>, Challenges other): Go to 8

8. [KEY]Would it be possible for one of our reps to get in touch with you to provide more information about what Intermec has to offer?[*KEY]

* If Yes: (Capture appt_Date, appt_Time): Go to 99

* If No: Go to 99

* If UnKnown-N/A: Go to 99

Store: appt

9. Hello, this is (YOUR NAME) calling from Intermec. Are you aware we develop printers which specifically address FDA and HIPPA requirements?

If Yes: Go to 10

If No: Go to 9a

Store: aware

9a. For over 10 years, Intermec has been developing printers for the healthcare industry to specifically address the FDA and HIPPA requirements of patient safety, data accuracy and automation. Intermec recently launched the XXXX OFFER to help laboratories who are considering solutions to increase patient safety, reducing errors and improving efficiencies.

* If Continue: Go to 10

10. Are you responsible for any of the following?

- Point of care
- Security & records
- Laboratory
- Supply inventory
- Asset Tracking

REP NOTE: IF THEY ANSWER NO TO THIS QUESTION INQUIRE AS TO WHO IS INVOLVED IN THESE AREAS AS IT RELATES TO EQUIPMENT PURCHASES.

* If Yes: Go to 11

* If No: Go to 10a

Store: responsible

10a. [KEY]Can you direct me to the person who does handle those issues?[*KEY]

REP NOTE: IF THEY ANSWER YES: CAPTURE NEW CONTACT INFO IN A NEW RECORD AND CALL THAT PERSON

* If Yes: Go to 99

* If No: Go to 99

11. Are you familiar with the XXX offer Intermec recently launched? This is a great opportunity and offer if you are considering new solutions to increase patient safety, reducing errors and improving efficiencies.

Intermec printers and media can help healthcare workers with:

- Point of care
- Security & records
- Laboratory
- Supply inventory
- Asset Tracking

--- REP NOTE: USE THE FOLLOWING REFERENCE DOCUMENTS:

- INTERMEC SOLUTIONS THAT MEET YOUR NEEDS
- HEALTHCARE SOLUTION BRIEF
- INTERMEC OFFER FOR HEALTHCARE INDUSTRY (TBD)

ADDITIONAL INFORMATION: FOR CONVERSATION INFO AIMED AT WHAT INTERMEC OFFERS FROM AN EQUIPMENT PERSPECTIVE AS RELATED TO WHERE THE PROSPECT WORKS WITHIN THE FACILITY

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Point of Care and Bedside - Using bedside labeling to reduce errors and improve efficiency

Applications: Specimen, diet, in-home care labeling

Audience: IT (Buyer), Operations (Influencer), Nursing (Influencer)

Target Printers: PB22/32/50 Rugged Mobile Label Printers

Media: Duratherm III Paper Permanent; Duratherm II Synthetic Permanent

Security and Records - Successfully meet the stringent demands imposed by HIPPA and the FDA on facilities

Applications: Patient medical records labeling

Audience: IT (Buyer), Admissions (Influencer)

Target Printers: PF8 and PC41 Desktop, PD41/42 Commercial, PM4i and PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II Label

Laboratory – Biotech and specimen labeling

Applications: Specimen labeling

Audience: IT and Laboratory/Medical Management (Buyer), Operations (Influencer)

Target Printers: PF8 Desktop, PC41 Desktop, PM4i Mid-Range, PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II polyester and clean room polyester label; Duratran II Clean room polypropylene label; Duratherm III paper, permanent and controlled removable label; Duratran S label; Duratran Kimdura label

Supply Inventory and Asset Tracking - Supply/Warehouse

Applications: Shipping/receiving, materials and high value equipment labeling

Audience: IT and Operations

Target Printers: PD41/42 Commercial, PM4i Mid-Range, PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II Label; Duratan II Gloss Polyester Label; Duratan II Kimdura label

* If Yes Familiar: Go to 12

* If Not Familiar: Go to 11a

11a. INSERT XXX PARTNER/INTERMEC OFFER DETAILS HERE

* If Continue: Go to 12

12. [KEY]What SPECIFIC area(s) of the Lab involves your work?[*KEY]

* If Continue: (Capture Areas Involved <Point of care, Security & records, Laboratory, Supply inventory, Asset Tracking, Didnt know, Wont answer>, Areas Involved other): Go to 13

13. [KEY]Are you looking to expand capacity, address current pain points or upgrade printer technology in the coming months, or with no cost or obligation open to learning more about the Intermec healthcare solutions and XXX OFFER ?[*KEY]

* If Yes Go to 14

* If No: Go to 13a

Store: expand

13a. Do you know of any other departments within your organization where they have issues they are trying to solve and with which we could help by supply a technology solution to address the issue?

* If Yes Go to 2a

* If No: Go to 99

Store: other departments

14. In what areas of the laboratories operations are you looking to make improvements?

REP NOTE: HERE ARE SOME PROMPTS:

-- Point of care

-- Security & records

-- Laboratory

-- Supply inventory

-- Asset Tracking

* If Continue: (Capture Improvements <Point of care, Security & records, Laboratory, Supply inventory, Asset Tracking >, Improvements other): Go to 15

15. Can you tell me what specific issues you are trying to solve?

* If Continue: (Capture Pain Points <Printer performance issues, Quality and speed issues, Ruggedness and durability, Network connectivity, Security issues, Ease of use issues, Media waste, Quality issues, Scalability challenges, Software challenges, Current printer age, Ready for upgrade>, Challenges other): Go to 16

16. [KEY]Would it be possible for one of our reps to get in touch with you to provide more information about what Intermec has to offer?[*KEY]

* If Yes: (Capture appt_Date, appt_Time): Go to 99

* If No: Go to 99

* If UnKnown-N/A: Go to 99

Store: appt

17. Hello, this is (YOUR NAME) calling from Intermec. Are you aware we develop printers which specifically address FDA and HIPPA requirements?

If Yes: Go to 18

If No: Go to 17a

Store: aware

17a. For over 10 years, Intermec has been developing printers for the healthcare industry to specifically address the FDA and HIPPA requirements of patient safety, data accuracy and automation. Intermec recently launched the XXXX OFFER to help Medical Offices and Clinics who are considering solutions to increase patient safety, reducing errors and improving efficiencies.

* If Continue: Go to 18

18. Are you responsible for any of the following?

-- Security and records

-- Laboratory

-- Supply Inventory

-- Asset Tracking

-- Point of care

-- Pharmacy

REP NOTE: IF THEY ANSWER NO TO THIS QUESTION INQUIRE AS TO WHO IS INVOLVED IN THESE AREAS AS IT RELATES TO EQUIPMENT PURCHASES.

* If Yes: Go to 19

* If No: Go to 18a

Store: responsible

18a. [KEY]Can you direct me to the person who does handle those issues?[*KEY]

REP NOTE: IF THEY ANSWER YES: CAPTURE NEW CONTACT INFO IN A NEW RECORD AND CALL THAT PERSON

* If Yes: Go to 99

* If No: Go to 99

19. Are you familiar with the XXX offer Intermec recently launched? This is a great opportunity and offer if you are considering new solutions to reduce errors and improve efficiencies.

Intermec printers and media can help healthcare workers:

-- Security and records

-- Laboratory

-- Supply Inventory

-- Asset Tracking

-- Point of care

-- Pharmacy

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Applications: Patient medical records labeling

Audience: IT (Buyer), Admissions (Influencer)

Target Printers: PF8 and PC41 Desktop, PD41/42 Commercial, PM4i and PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II Label

Laboratory – Biotech and specimen labeling

Applications: Specimen labeling

Audience: IT and Laboratory/Medical Management (Buyer), Operations (Influencer)

Target Printers: PF8 Desktop, PC41 Desktop, PM4i Mid-Range, PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II polyester and clean room polyester label; Duratran II Clean room polypropylene label; Duratherm III paper, permanent and controlled removable label; Duratran S label; Duratran Kimdura label

Supply Inventory and Asset Tracking - Supply/Warehouse

Applications: Shipping/receiving, materials and high value equipment labeling

Audience: IT and Operations

Target Printers: PD41/42 Commercial, PM4i Mid-Range, PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II Label; Duratan II Gloss Polyester Label; Duratan II Kimdura label

Point of Care and Bedside - Using bedside labeling to reduce errors and improve efficiency

Applications: Specimen, diet, in-home care labeling

Audience: IT (Buyer), Operations (Influencer), Nursing (Influencer)

Target Printers: PB22/32/50 Rugged Mobile Label Printers

Media: Duratherm III Paper Permanent; Duratherm II Synthetic Permanent

Pharmacy - Pill bottle labeling and pharmaceutical/biotech labeling

Applications: Unit dose and prescription labeling

Audience: IT and Laboratory/Medical Management (Buyer), Operations (Influencer)

Target Printers: PF8 Desktop, PC41 Desktop, PM4i Mid-Range, PF2/4 Mid-Range, PX4i/PX6i High Performance

Media: Duratran II polyester and clean room polyester label; Duratran II Clean room polypropylene label; Duratherm III paper, permanent and controlled removable label; Duratran S label; Duratran Kimdura label

* If Yes Familiar: Go to 20

* If Not Familiar: Go to 19a

19a. INSERT XXX PARTNER/INTERMEC OFFER DETAILS HERE

* If Continue: Go to 20

20. [KEY]What SPECIFIC area(s) of the Medical Office/Clinic involves your work?[*KEY]

* If Continue: (Capture Areas Involved < Security and records, Laboratory, Supply Inventory, Asset Tracking, Point of care, Pharmacy, Didnt know, Wont answer>, Areas Involved other): Go to 21

21. [KEY]Are you looking to expand capacity, address current pain points or upgrade printer technology in the coming months, or with no cost or obligation open to learning more about the Intermec healthcare solutions and XXX OFFER ?[*KEY]

* If Yes Go to 22

* If No: Go to 21a

Store: expand

21a. Do you know of any other departments within your organization where they have issues they are trying to solve and with which we could help by supply a technology solution to address the issue?

* If Yes Go to 2a

* If No: Go to 99

Store: other departments

22. In what areas of the office or clinics operations are you looking to make improvements?

REP NOTE: HERE ARE SOME PROMPTS:

-- Security and records

-- Laboratory

-- Supply Inventory

-- Asset Tracking

-- Point of care

-- Pharmacy

* If Continue: (Capture Improvements < Security and records, Laboratory, Supply Inventory, Asset Tracking, Point of care, Pharmacy>, Improvements other): Go to 23

23. Can you tell me what specific issues you are trying to solve?

* If Continue: (Capture Pain Points <Printer performance issues, Quality and speed issues, Ruggedness and durability, Network connectivity, Security issues, Ease of use issues, Media waste, Quality issues, Scalability challenges, Software challenges, Current printer age, Ready for upgrade>, Challenges other): Go to 24

24. [KEY]Would it be possible for one of our reps to get in touch with you to provide more information about what Intermec has to offer?[*KEY]

* If Yes: (Capture appt_Date, appt_Time): Go to 99

* If No: Go to 99

* If UnKnown-N/A: Go to 99

Store: appt

99. Thanks for your time today.

End Call