

Introducing our Newest



eLearning Program



## CONTRACTING

Stakeholder Needs are Changing  
as Healthcare is Transitioning to Value-Based Care



Does your sales team understand risk contracting?

Risk-sharing partnerships are important because they help:

- Meet **CUSTOMER DEMAND**
- Create more **CUSTOMER VALUE**
- Increase **MARKET SHARE**
- Speed **MARKET ENTRY** of new products
- Allow companies to benefit by managing a **RISK PORTFOLIO**

Our newest eLearning program will **OPTIMIZE MARKET ACCESS** by preparing your sales team with a market-applicable understanding of risk-sharing partnerships.

Contact **CMR Institute** to learn more.

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## A New Path to Partnering with Key Customers

CMR Institute has partnered with Gabriela Dieguez and Bruce Pyenson, actuaries from Milliman's New York office, to create expert **RISK CONTRACTING TRAINING RESOURCES** to prepare your commercial sales team for this new business model. Milliman is the leading provider of actuarial consulting services to the healthcare industry.

This streamlined eLearning program will prepare your team to:



Define the critical success factors for a risk contract



Speak confidently with payers and providers by having a marketplace-applicable understanding of risk sharing



Realize how sales and training strategies can support future contracting efforts



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