

Grow Your Book: Healthcare Market

Prudential Retirement® is proud to present **“Beyond the Tipping Point: Hospital Resilience Revisited,”** a program you can use to build your book of business by helping your healthcare industry clients and prospects solve for some of their biggest challenges.

To assess the extent and nature of these challenges in the U.S. hospital sector, Prudential sponsored a survey of hospital executives, which was conducted by the Economist Intelligence Unit (EIU) in February 2017. The survey results yielded three overarching themes to focus on: cost and strategies to contain it, impending talent shortages, and the impact of change, which encompasses policy, new business models, consolidation and innovation.

The program builds on our inaugural program, **“Tipping Point: Hospital Resilience in a Perfect Storm,”** that launched in March 2016. Our goal is to continue providing you with fresh insights and tools that you can utilize to have differentiating conversations with healthcare clients and prospects.

This launch kit contains:

1. Cheat Sheet

Get a quick, one-page summary of the program.

2. Client Segmentation Steps and Engagement Ideas

Get ideas about how to effectively use this program when prospecting and during client engagement efforts.

Cheat Sheet

Why is Prudential offering this program?

Many of the top advisors and consultants we work with have told us that it's increasingly difficult to differentiate themselves in today's marketplace. At the same time, many of their healthcare industry clients and prospects are going through a period of profound change. The program is designed to help you grow your book of business by having unique and meaningful conversations with clients and prospects while helping them solve for some of their biggest challenges—like cost management, talent shortages, and the impact of change.

Who has access to the program?

We make the content of the “Beyond the Tipping Point: Hospital Resilience Revisited” program available to healthcare plan sponsors and our advisor partners. The program contains additional tools and strategies to differentiate yourself from the competition.

Who will benefit from the program?

Advisors and consultants looking to grow and enhance their business in the healthcare retirement market. Whether you're building on past successes or entering this market for the first time, this program is designed to help you grow your book of business.

How can Prudential help address the challenges identified in the research?

Many plan sponsors can structure their retirement plan in a way that supports their broader business goals. We can help you, and your clients and prospects do just that by:

- A. Improving Plan Efficiency:** A more efficient retirement plan can provide the same level of employee benefits while also potentially freeing up money that can be allocated to other areas of the business.
- B. Designing Targeted Benefits:** We can help plan sponsors structure their retirement plan in a way that's designed to attract top talent and aligns an employer's retirement benefits with what matters most to the various segments of its workforce.

How will this program help advisors engage plan sponsors?

Easily download unique tools and information from the program's website that you can use to have insightful conversations with plan sponsors to differentiate yourself by speaking about the topics that matter most to them. This content—infographics, original research, case studies, brochures, articles and more—will allow you to easily discuss their most pressing business challenges and offer real solutions that drive business forward.

What else can you expect from the program this year?

Throughout the year, Prudential will release new content, tools and other items to help you with your prospecting and client engagement efforts in the healthcare retirement space. We will also update the website later in the year with additional content and tools to help you engage clients and prospects in this sector, as well as other market segments. We will keep you informed as new materials are released.

To learn more, contact your Prudential Retirement representative.

Client Segmentation Steps and Engagement Ideas

The program focuses on three challenges (cost and strategies to contain it; impending talent shortages; and the impact of change). While the materials currently available on the website will allow you the flexibility to engage clients and prospects on any of these topics, here's one suggested approach to open a successful conversation on talent with the most receptive plan sponsors. We will share more engagement ideas on these challenges with you throughout the year.

Step 1: Define your ideal client

Look at your existing book of business as well as your list of key prospects. Narrow that list to only the plan sponsors that are in this market and that you believe would benefit from a competitive advantage attracting and retaining doctors, nurses and other key talent. When possible, identify the specific talent challenge within a healthcare system in order to customize your message as much as possible.

Step 2: Connect with your target audience in a meaningful way

Download the infographic snapshot entitled "Talent Shortages Are the Fastest-Growing Challenge" and include it in an email to clients and prospects along with a personal message. This highly-visual piece will allow plan sponsors in the hospital sector to easily see that their peers have identified talent as the fastest growing problem they face. It will also allow you to illustrate that you understand this important challenge and open the door to discussing a potential solution.



Step 3: Construct a strong follow-up message

Next, download the mini-briefing paper on talent entitled "Recruitment Challenges Prompt New Wave of Innovation for U.S. Hospitals." This paper features new research on a host of talent-related issues and provides insight into the creative solutions employed by industry executives seeking to overcome this challenge. Identify a key statistic or section of the paper that has specific relevance to your intended client or prospect and share it with them either during a face-to-face meeting or via email. This is a simple way to demonstrate your understanding of their business and their needs.



Step 4: Take the conversation to the next level

If you have opened the conversation and would like to take it to a deeper level, contact your Prudential representative to discuss which solutions may help specific clients tackle their talent concerns.

To learn more, contact your Prudential Retirement representative.

**Contact your Prudential Representative
with any questions.
We're committed to your success.**

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"Beyond the Tipping Point: Hospital Resilience Revisited," An Economist Intelligence Unit research program sponsored by Prudential, 2017.

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