



#### NAME

Mike Fozard

#### ACCOUNT

University Health Network  
(Toronto)

# Wow, You Did Your Homework!

*“ There is no downside to putting in 15-20 minutes of research. ”*

## GOAL

Find new paths into the University Health Network account.

## SOCIAL SELLING INITIATIVE

Mike decided to take a top-down approach and used LinkedIn to find the University Health Network's Chief Medical Officer (CMO). After doing some research, he sent the CMO an email and booked a meeting. Then, Mike built his meeting strategy through extensive research, including a review of his LinkedIn profile, which led to links of the CMO's presentations on YouTube. Mike watched the presentations, retained the information, and referenced them during the meeting. This level of research impressed the CMO and allowed Mike to establish a relationship with him. The CMO ultimately introduced him to others in the organization, leading to more meetings and more connections. Mike had instant credibility because the CMO had referred him to other contacts.

## RESULTS



Mike has established relationships with multiple players at one of the largest and most influential accounts in his region. He's now discovered multiple new opportunities, as well as previously unknown areas of the University Health Network where simulation is used. He expects to continue nurturing this account and continuing to progress towards a sale.

# Organization Overview

## University Health Network | Toronto, Canada

- ④ The University Health Network consists of several hospitals throughout the General Toronto Area including:
  - Toronto General Hospital
  - Toronto Western Hospital
  - Princess Margaret Cancer Centre
  - Toronto Rehab (5 locations)
  - The Michener Institute (newest partnership)
- ④ The Michener Institute embeds a school within a hospital, giving students direct access to real-time, front-line insight that shapes its curricula. Michener has five campuses in downtown Toronto, and is the only academic institution in Canada devoted exclusively to applied health sciences. With an excellent student-to-faculty ratio and state-of-the-art equipment and simulation opportunities, it prepares students for the real world of health care.
- ④ The Chief Medical Officer's vision for simulation education is a HUB and SPOKE model
  - **HUB** = Michener Institute, a learning center for all health care professionals. Most education would occur here and it would be primarily mid-to-high fidelity.
  - **SPOKES** = Lower fidelity skills, such as ongoing CPR measuring at other hospitals
- ④ Currently University Health Network has simulators and skill trainers at all of their locations, scattered throughout different buildings. The CMO would like the Michener Institute to be the primary location for all high fidelity simulation in order to streamline their inventory and process.