

Deal or No Deal: Winning Strategies for Effective
NEGOTIATION

AGENDA



01

Understanding Negotiations

- Definition
- Types
- Stages

02

Key Elements of Success

- Trust
- Communication
- Interests v. Positions
- BATNA
- Power Dynamics

03

Negotiation Strategies

- Data & Analytics
- Style
- Concessions
- Empathy v. Assertiveness

UNDERSTANDING NEGOTIATIONS

- Definition of Negotiation
- Distributive v. Integrative Negotiation
- Stages of a Negotiation

Preparation

Research, Self-Assessment,
Anticipate Scenarios, Define Success

Discussion

Open Dialog, Active Listening,
Ask Open-Ended Questions

Clarification of Goals

Transparency, Understand Their
“Why”

Move Toward Win-Win

Collaborative Mindset, Creativity,
Trade-offs

Agreement

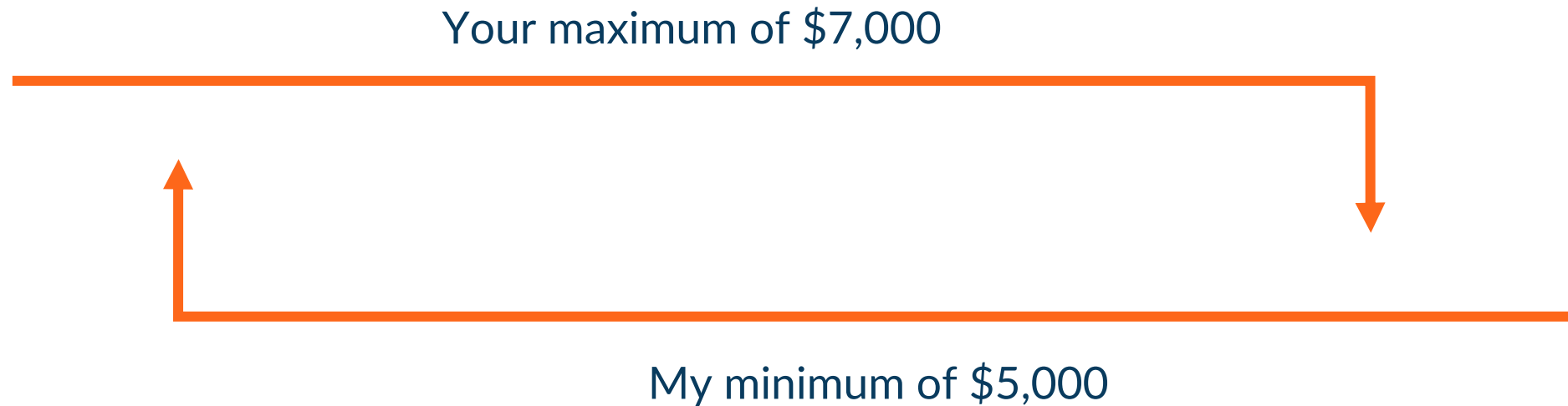
Document Everything, Reiterate
Mutual Benefits

Implementation

Monitor Progress, Feedback
Loop, Maintain Relationship

ZONE OF POSSIBLE AGREEMENT

- Bargaining Range or Settlement Range
- Reservation Value



ZONE OF POSSIBLE AGREEMENT

- What if?

Your maximum of \$6,000



My minimum of \$7,000

TARGET POINT

Your Target Point = \$6,000

Your maximum of \$7,000



My minimum of \$5,000

My Target Point = \$8,000

NEGOTIATIONS IN HEALTHCARE FINANCIAL MANAGEMENT

- Aligning Financial Goals with Patient Care
- Unique Challenges to Healthcare Negotiation
- Stakeholder Engagement
- Resource Allocation
- Navigating Regulatory Landscapes
- Economic Sustainability

KEY ELEMENTS FOR SUCCESS – BUILDING **TRUST**

- Significance of Trust
- Building Trust Before Negotiations
- Cultivating Trust During Negotiations
- Maintaining Trust Post-Negotiation
- Rebuilding Trust



KEY ELEMENTS FOR SUCCESS – CLEAR COMMUNICATION

- Why Clear Communication Matters
- Clarity in Setting the Stage
- Enhancing Understanding During Negotiations
- Feedback and Adjustments
- Post-Negotiation Communication

KEY ELEMENTS FOR SUCCESS – INTERESTS V. POSITIONS

- Defining the Terms
- The Iceberg Analogy
- Why Focus on Interests
- Moving from Positions to Interests

KEY ELEMENTS FOR SUCCESS – THE ROLE OF **BATNA**

- Understanding BATNA
- Power Dynamics of BATNA
- Identifying and Strengthening Your BATNA
- Ethics and BATNA
- Examples in Healthcare Financial Management
- WATNA?



TARGET POINT

Your Target Point = \$6,000

Your maximum of \$7,000



My minimum of \$5,000

My Target Point = \$8,000

KEY ELEMENTS FOR SUCCESS – POWER DYNAMICS

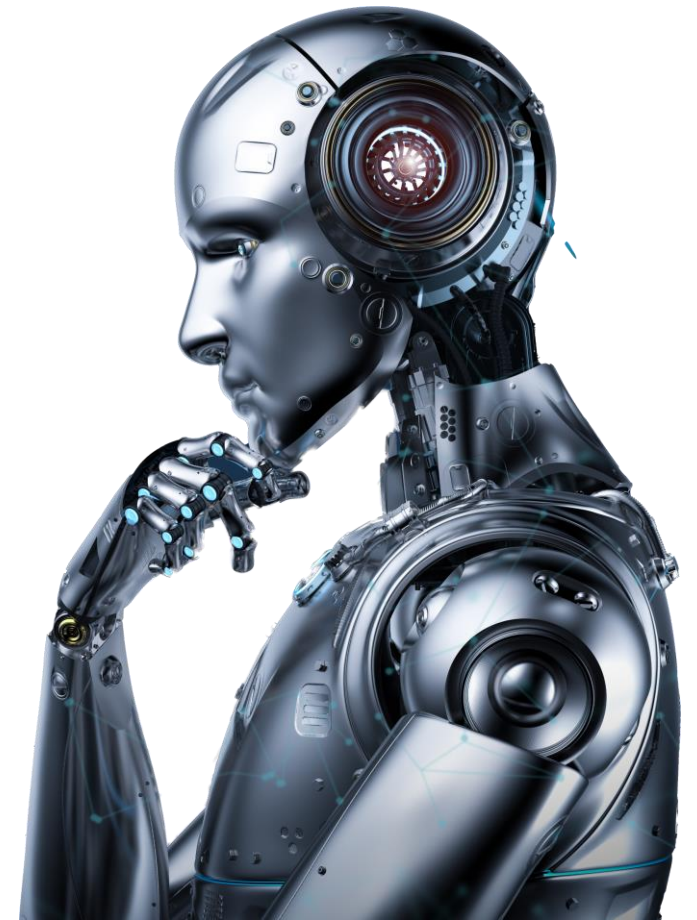
- Defining Power in Negotiations
- Sources of Power
- Managing Power Asymmetry
- Ethics and Power Dynamics

NEGOTIATION STRATEGIES– DATA-DRIVEN NEGOTIATION

- The Rise of Data-Driven Negotiation
- Benefits of Data-Drive Negotiation
- Types of Useful Data in Healthcare Financial Management
- Challenges and Considerations

PREDICTIVE ANALYTICS & AI IN HEALTHCARE CONTRACT NEGOTIATIONS

- Defining Predictive Analytics & AI
- Strategic Planning & Benchmarking
- Risk Management & Forecasting
- Negotiation Simulations
- Monitoring & Compliance
- Challenges & Ethical Considerations

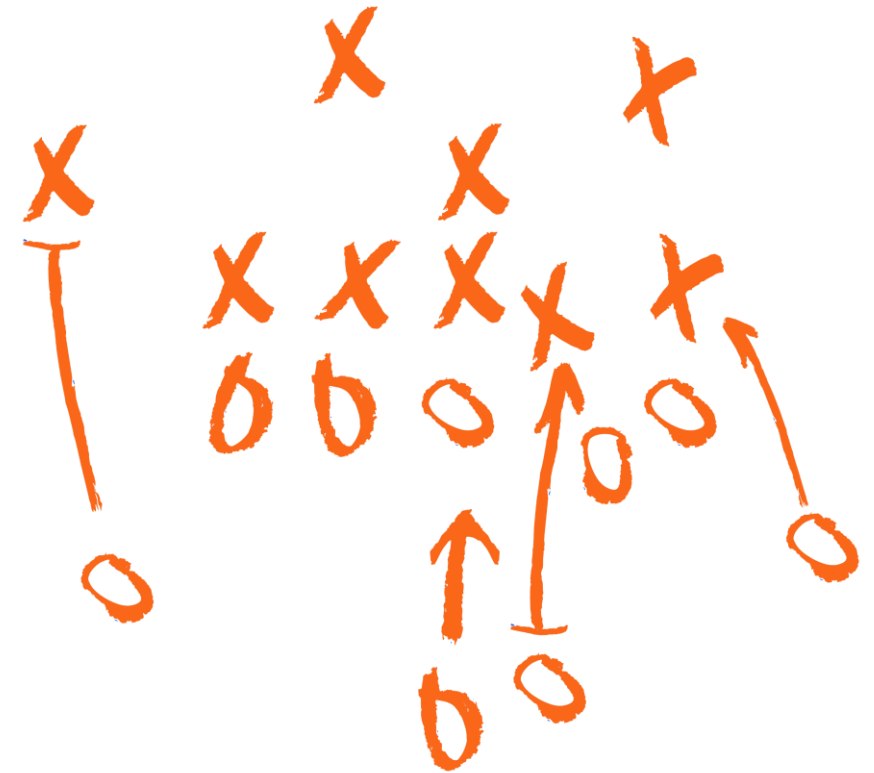


NEGOTIATION STRATEGIES– ADAPTING NEGOTIATION **STYLES**

- Understanding Different Negotiation Styles
- Factors Influencing Choice of Style
- Adapting Styles in Healthcare Financial Management
- The Role of Emotional Intelligence
- Cautions & Considerations

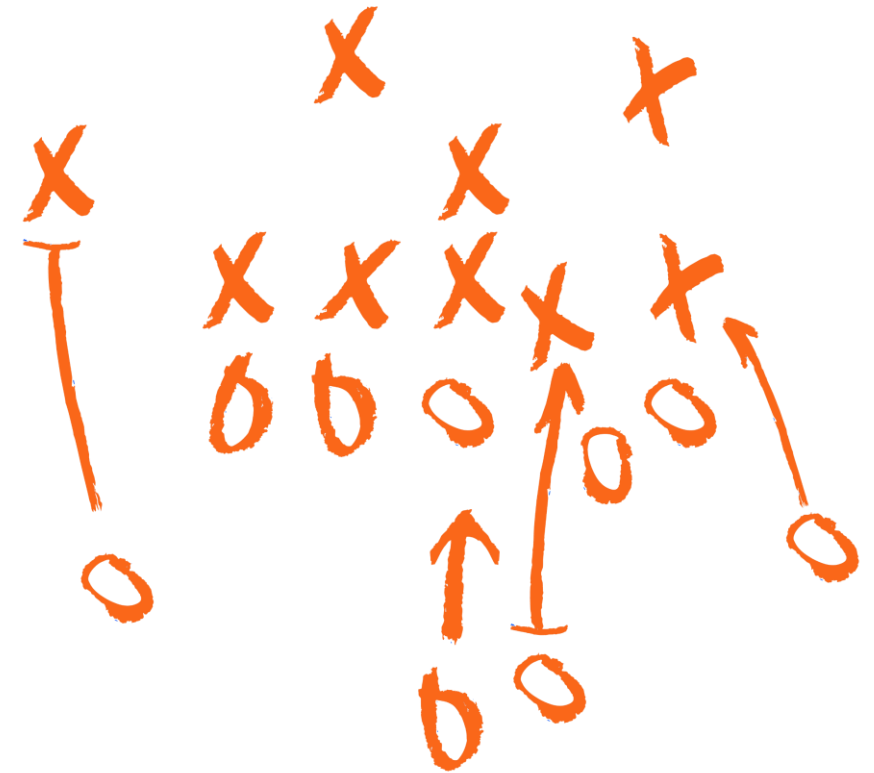
EXAMPLES OF TACTICS

- Pre-condition demands
- Your move, or you first
- First offer – large demand
- Anchoring (we will return to this Friday)
- False demands / false concessions
- Escalation
- “Nibble” or the late/last minute hit
- Low-balling (changing terms after a commitment)
- Linkage “Salami” – a series of small demands
- Boulewarism
- “I have another offer”



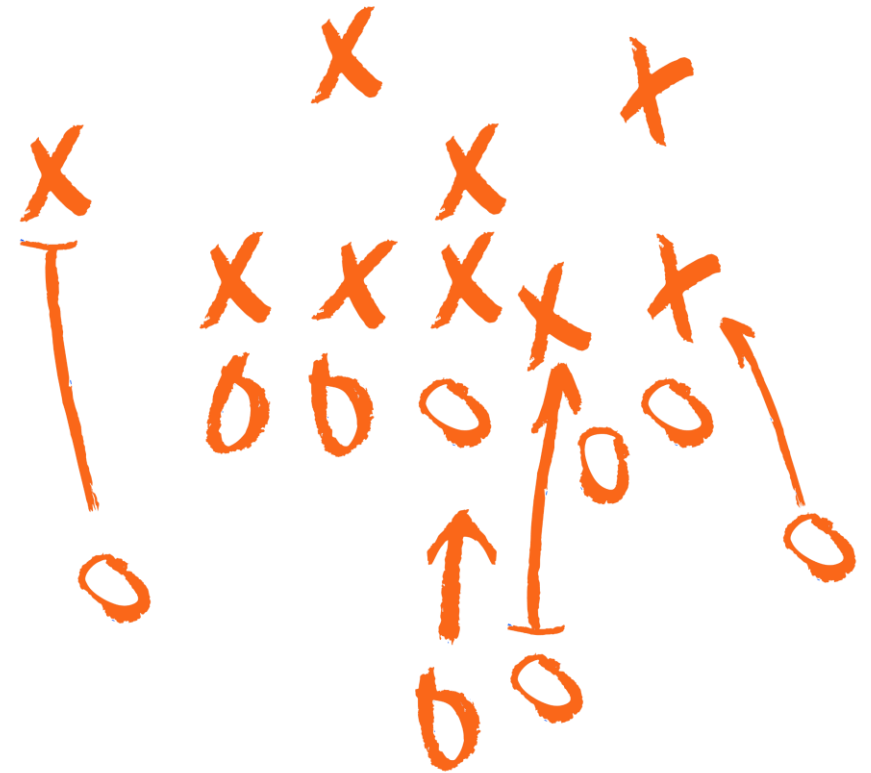
MORE EXAMPLES OF TACTICS

- False scarcity – the “empty shelf” tactic
- Induced competitiveness
- Final offer
- Misleading concession pattern
- Red herring issue – distractions
- Threats, anger and aggression
- Blaming or fault-finding
- Sudden change of mood
- Intransigence and entrenchment
- Sowing doubts; dismissals out-of-hand; put-downs
- Playing on fears and assumptions
- Deadlocks and lock-outs



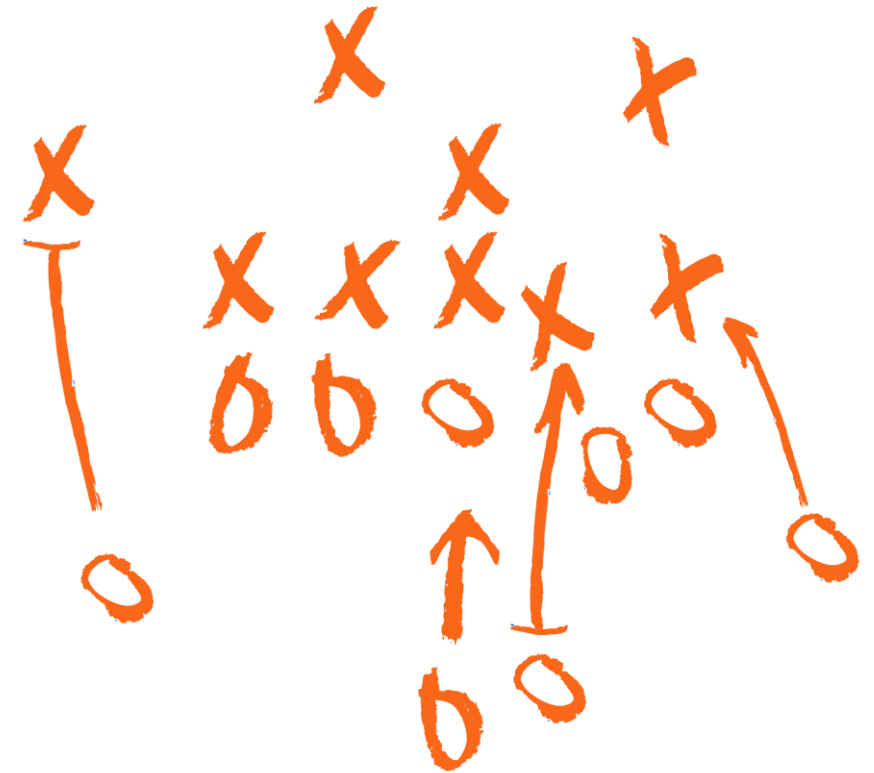
EVEN MORE EXAMPLES OF TACTICS

- Mutt and Jeff (good-guy/bad-guy)
- Negotiator without authority
- The “phantom player” or representative cloak
- Status, authority, association and credentialing
- Time, timing, end-game, and deadlines
- Draftsman or single negotiation text
- Backtracking or unraveling
- Irrevocable commitment
- Reinforcement and reward (operant conditioning)
- Misleading and deception
 - Masking intentions
 - Bluffing
 - Predictions



YES, MORE EXAMPLES OF TACTICS

- Repeated claims or assertions of “fact”
- Opinions of value
- Dis-information
- Withholding information
- Failures to disclose specific requested information
- Avoidance tactics
- Shifting or diverting attention
- Answering unresponsively
- Answering partially
- Tactfully refusing
- Subtle or ambiguous qualifying
- Simply listening without responding



IF ALL ELSE FAILS...



"Don't let it throw you — It's just a negotiating tactic."

NEGOTIATION STRATEGIES– THE ART OF CONCESSIONS

- Why Concessions Matter
- Timing of Concessions
- Size & Frequency of Concessions
- Conditional Concessions
- Non-Monetary Concessions
- Reframing & Perception
- Walking Back Concessions

NEGOTIATION STRATEGIES– EMPATHY V. ASSERTIVENESS

- Understanding Empathy & Assertiveness
- Why Both Matter in Healthcare Negotiations
- Empathy in Action
- Assertiveness in Action
- Potential Pitfalls
- Strategies for Balance

CLOSING REMARKS

- The Essence of Negotiation
- Key Strategies for Success
- Challenges as Opportunities
- Continuous Learning
- Collaboration

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