



**Your salesperson
is an accredited
healthcare
professional.**

HIDA

AMS
SALES TRAINING

The Mark Of Excellence In Healthcare Sales

The Educated Advisor You Need

Congratulations! You've chosen to do business with an accredited healthcare sales professional.

Providing healthcare services in today's environment is challenging. You have to keep up with the latest medical innovations, reimbursement changes, regulations, healthcare reform, and much more... all while providing excellent patient care. That's why it is so valuable to work with a salesperson who understands your challenges.

What Distinguishes An Accredited Representative?

AMS-accredited professionals study an extensive curriculum and must pass a comprehensive exam to prove their mastery. AMS-accredited salespeople have:

- Proven knowledge of the healthcare industry, reimbursement, regulations, and key provider issues
- A sales approach focused on your needs, rather than simply on the salesperson's sales goals
- An understanding of the various products and services available to meet your needs
- A commitment to your satisfaction as a healthcare customer

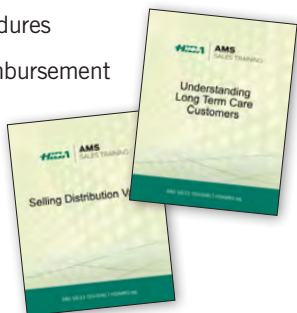
Sustained Excellence Through Continuing Education

To maintain their accreditation, AMS reps must complete at least five training courses annually to stay up to date with changing healthcare trends.

The AMS Curriculum

The AMS curriculum spans such topics as:

- Healthcare logistics and supply chain issues
- Medical products and procedures
- Medicare and Medicaid reimbursement
- Anatomy and physiology
- Healthcare compliance, including bloodborne pathogen safety, patient privacy, and more



An AMS-accredited salesperson is a source of product information, a client advocate, and a logistics consultant, all wrapped up into one trusted professional advisor.

AMS Accreditation: The Standard For Sales Excellence

Your AMS-accredited salesperson is one of an elite group of 1,700 individuals that has demonstrated a level of knowledge in critical areas that can improve your business and help you enhance your patients' lives. Being an AMS-accredited sales professional says they are more than just a salesperson—they are dedicated to excellence in serving their healthcare provider customers.

What Professional Accreditation Means To You

Healthcare providers must earn and maintain professional certification in their own fields and it makes sense that they should deal with suppliers who have proven expertise in their fields as well.

AMS accreditation shows that your salesperson has studied key healthcare topics and has demonstrated their knowledge through a professional examination – all to ensure the highest possible level of expertise to offer their customers.

The Health Industry Distributors Association

The AMS Sales Training Program was created by the HIDA Educational Foundation, a non-profit organization dedicated to enhancing the healthcare supply chain and contributing to quality patient care through education and research. The Foundation is affiliated with the Health Industry Distributors Association, the leading national association representing medical products distributors.



310 Montgomery Street • Alexandria VA 22314-1516
Ph: (703) 549-4432 • HIDA.org • Fax: (703) 549-6495