

# RETAIN WORKS

Retaining  
Employment  
and Talent After  
Injury/Illness  
Network

**RETAINWORKS: How the public workforce system can support Return to Work (RTW) and Stay at Work (SAW) programs**



**ODEP**  
Office of Disability  
Employment Policy



# 2023 State of RETAIN

A look into your engagement process



Wes Cotton, President



**RETAIN**  
WORKS

# A Sales Pulse | Various Industries

## Definition and Scores of the Four Sales Categories

How Small to Mid-size Businesses Rate Themselves

### 89% Struggle with Sales Strategy

- Industry Positioning
- Competitors
- Value Proposition

### 93% Struggle with Sales Methodology

- Territories
- Coverage
- Processes
- CRM



### 87% Struggle with Sales Organization

- Staffing
- Hiring
- Training
- Roles & Responsibilities

### 89% Struggle with Sales Analysis

- Goals
- Quotas
- Metrics
- Reporting
- Compensation & Incentives

Data compiled from client results from 3,686+ completed SAA 4.0s pre-engagement from 12/1/2018 – 12/31/22. ©Sales Xceleration.

# Change is Everywhere

<b>People</b>	Demographics, skills, supply of labor, different generations have very different wants & needs
<b>Culture</b>	Beliefs or values, needs, mindsets, society
<b>Technology</b>	New tools to work differently, digital everything.
<b>Geo-Political</b>	Disruptions, rules and regulations, political disruptions
<b>Economics</b>	How you market, changes in competition, emerging models, consumer spending
<b>Environment</b>	Where we like and want to work, hybrid, virtual, the environment

- Are you mindful of changes with your clients, employers and healthcare providers?
- Is there a change or pivot that you should investigate?





## TODAY'S GOALS:

- A look at all the key components of the engagement process.
- An opportunity to take a pulse of your local Area when it comes to each element.
- Passing on some new ideals and best practices that you can put into motion.
- Interactive.
- Changing, adapting and improving should be in your DNA always

**Continuous Quality Improvement!**

# Engagement Foundations



## Key Areas of Focus

Value Proposition

Elevator Pitch

Ideal Participant Profile

Participant Referral "IN"

Engagement Process

First Meeting/Discovery

Advancing Participants

Tracking - Systems

# Value Proposition

## Questions



- **Do you have a unique Value Proposition?** If so, *is it communicated to the entire team?*  
**TIP:** It's not just for your sales team it is something everyone in the company should know
- **Is it reviewed often?**  
**TIP:** Each year your team should review it to ensure it stays current with your offering and any market changes

## Definition Of Value Proposition

Your value proposition should cover three elements:

1. The promise of what you'll deliver to your clients – **what you offer**
2. The benefits that your clients will reap – **what problem do you solve?**
3. Why they should choose you – **what is unique?**

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# Elevator Pitch

**Elevator Pitch: What is it?** It is a 30-60 second description of who you are and what you do. Its not a sales pitch – the goal is be clear, gain quick trust, and to earn a second conversation (in most cases). Many times, it's your BIG (and ONLY) chance to make a quick impression. In most cases the conversation will end in 3 minutes or less, but you hope to being able to finish it with another time to talk.



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# Elevator Pitch (example)

If you have experienced a recent injury or illness that has impacted your ability to work, the RETAINWORKS program might be able to assist you with strategies and coordinated services to help you stay at work or return to work quicker! RETAINWORKS is a part of the national Retaining Employment and Talent After Injury/Illness Network (RETAIN). The program promotes stay-at-work/return-to-work strategies by delivering a coordinated set of practices between medical systems, workforce systems and employers to provide continual employment, or accelerate a safe return-to-work for individuals suffering from debilitating injury or illness. Specific training and accommodation solutions are also provided for individuals as needed. Workforce Partnership operates the RETAINWORKS program in partnership with the Kansas Department of Commerce, The University of Kansas Health System and local employers.

<https://www.workforcepartnership.com/retainworks-program/>

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# Elevator Pitch (example)

Employers	Providers	Employees
<i>Retaining valued employees is critical, especially during today's workforce shortage. The cost of finding new employees is typically greater than returning employees to work, even if in a different capacity. With early coordination of support and services, along with training, these individuals can continue to play a critical role in your organization.</i>	<i>By assisting the patient with return-to-work programs under medical supervision as soon as possible, employment becomes another important health outcome. Healthcare providers can get involved by referring eligible patients within 12 weeks of illness or injury and collaborating with the <b>RETAINWORKS</b> network to improve their employment outcomes.</i>	<i>You could be eligible to join a research study focused on helping workers who are ill or injured, get back to work. Those eligible for RETAINWORKS will partner with their healthcare provider, employer, and RETAIN's coordinated network of stay-at-work/return-to-work (SAW/RTW) experts and resources. Getting back to work is a team effort.</i>

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# Ideal Participant Profile

Individuals with recent musculoskeletal injuries, mental health disorders and chronic diseases that prevent them from returning to work right away without intervention. The conditions must be new, or an existing condition that has become worse, within the past 6 months. Individuals with all levels of illness or injury will be considered, including long-haul COVID sufferers. Qualifying individuals must:

- Be currently employed or seeking employment
- Live or work in Kansas and have a valid social security card
- Be between the ages of 18 and 65
- Not be receiving Social Security Disability Insurance or Supplemental Security Income, nor have a pending application

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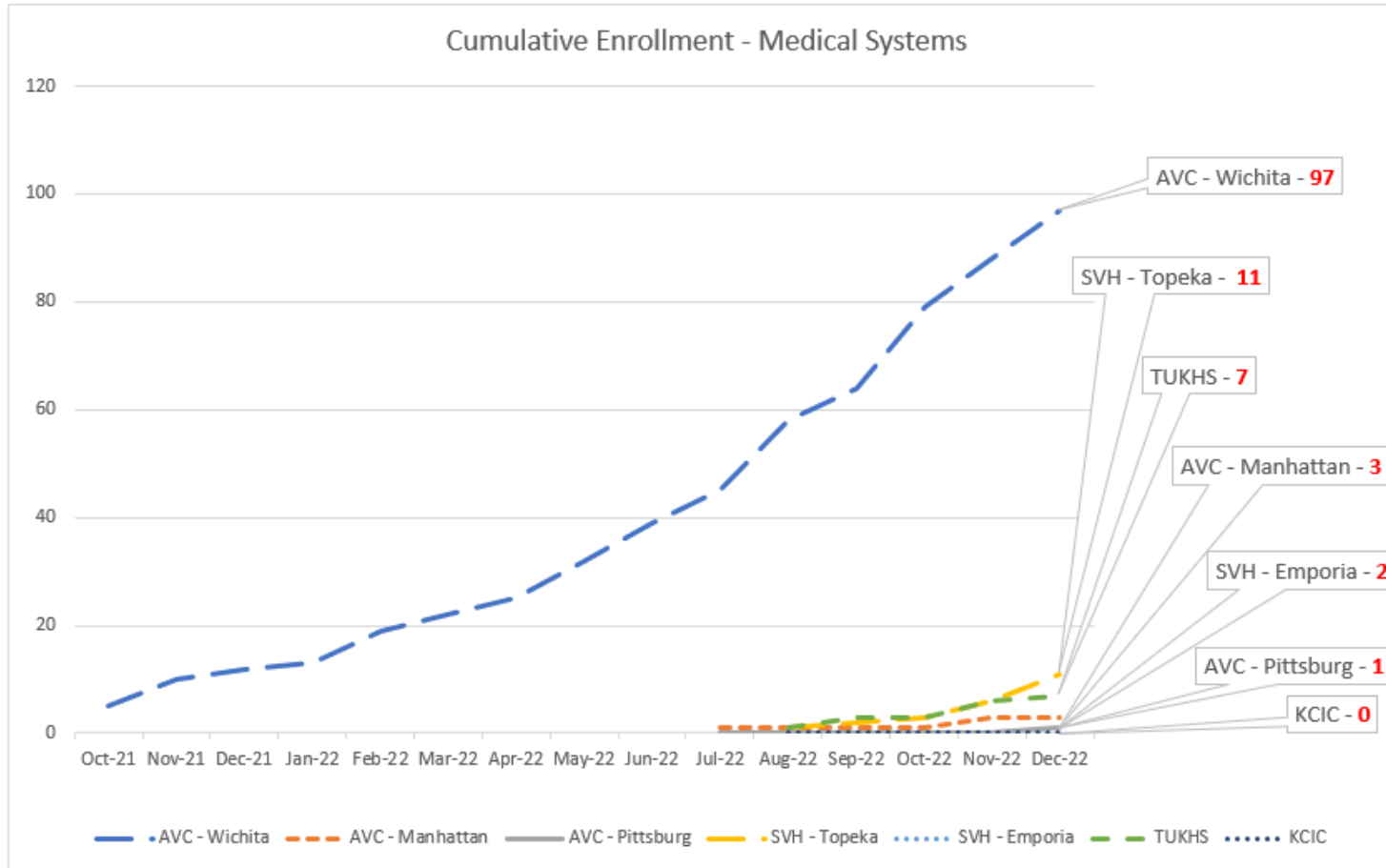
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# Participant Referrals “IN”



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# Participant Referral “IN”

Employers	Providers	Employees
<p><i>Employers can be reimbursed for 50 percent of a current or new employees’ wages, while they are being trained in a classroom or on-the-job.</i></p> <p><i>On average, it can cost up to one-third of a new hires’ annual salary to replace an existing employee.</i></p> <p><i>Additionally, it can take up to 13 months for a new employee to become efficient at their job.</i></p>	<p><b>Healthcare Providers Play a Crucial Role in RETAINWORKS:</b></p> <p>A healthcare provider’s primary goal is their patient’s recovery. A coordinated effort with the patient and their employer helps achieve that goal.</p>	<p><i>Individuals with all levels of illness or injury will be considered. Even with the most significant disability, you can be a productive employee, whether it means returning to your old position or finding a new employment match.</i></p>

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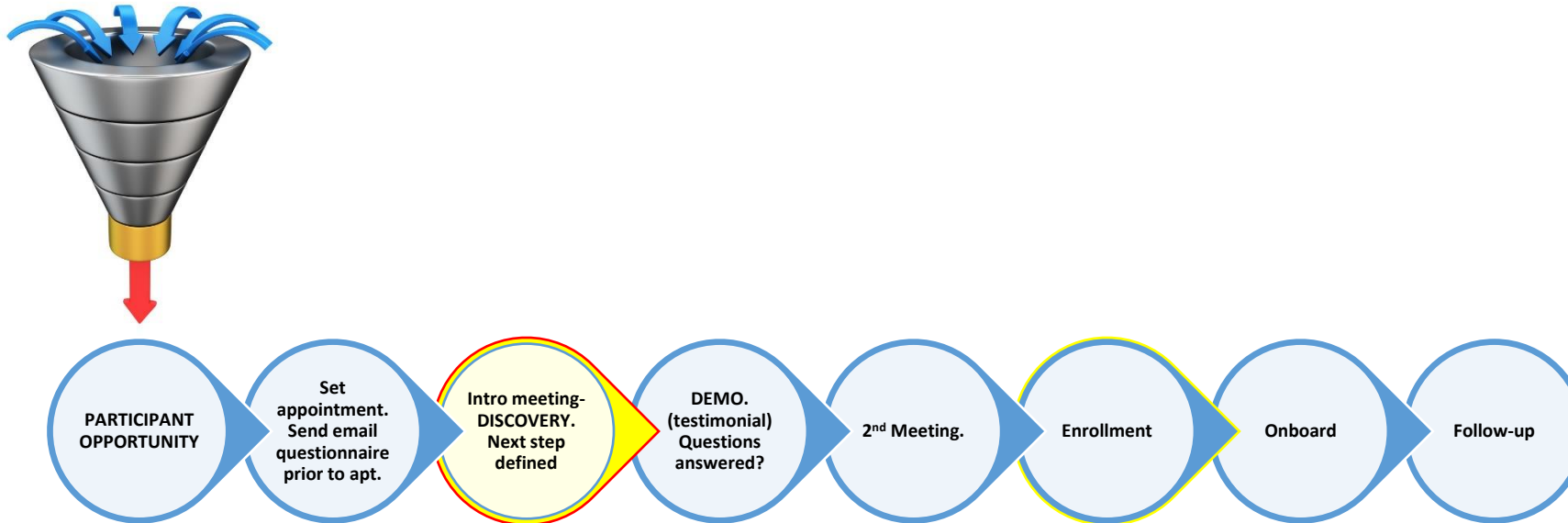
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# Engagement Process



Defined, repeatable process.

Putting steps in the right order (this can destroy the next step if the order is wrong)

Take a pulse at numerous places.

Call to action for the next step. Make the appointment now.

Use templates where possible.

This should be reviewed every 6-12 months.

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# First Meeting/Discovery

**This can be (and usually IS) the most important part of the engagement process. It sets the tone for the rest of the process and when done right, will greatly reduce getting “ghosted”.**

## Framework:

- Set the tone early in the meeting. Time check, take notes.
- State that your goals in this meeting is to learn more about the client needs. If applicable, note the process is usually 3-4 steps. (lower their guard, less pressure)
- Ask the prospect what they know about your program at this point. If you sent something prior, ask if they viewed it and any comments.
- This may be a place you note your elevator pitch to help frame what you do, your passion.
- Early questioning – have questions ready that help you understand about their situation and needs. Ask questions that link to your program features. You will use those answers later.
- Make it conversational. “Tell me more about that....”
- Your goal is to get as much information as possible – this will help you shape how you proceed, explain your services and next steps.

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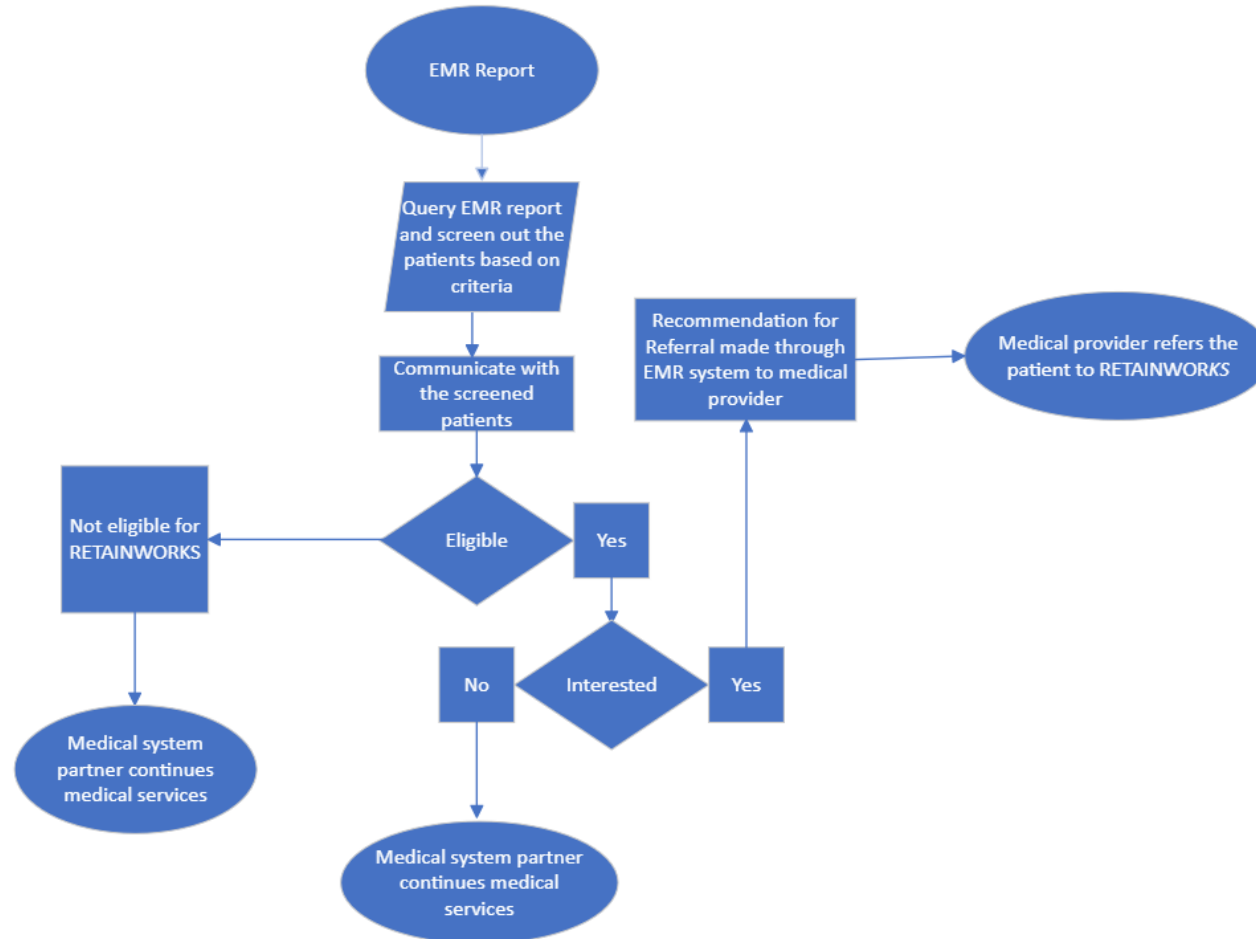
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# Advancing Participants



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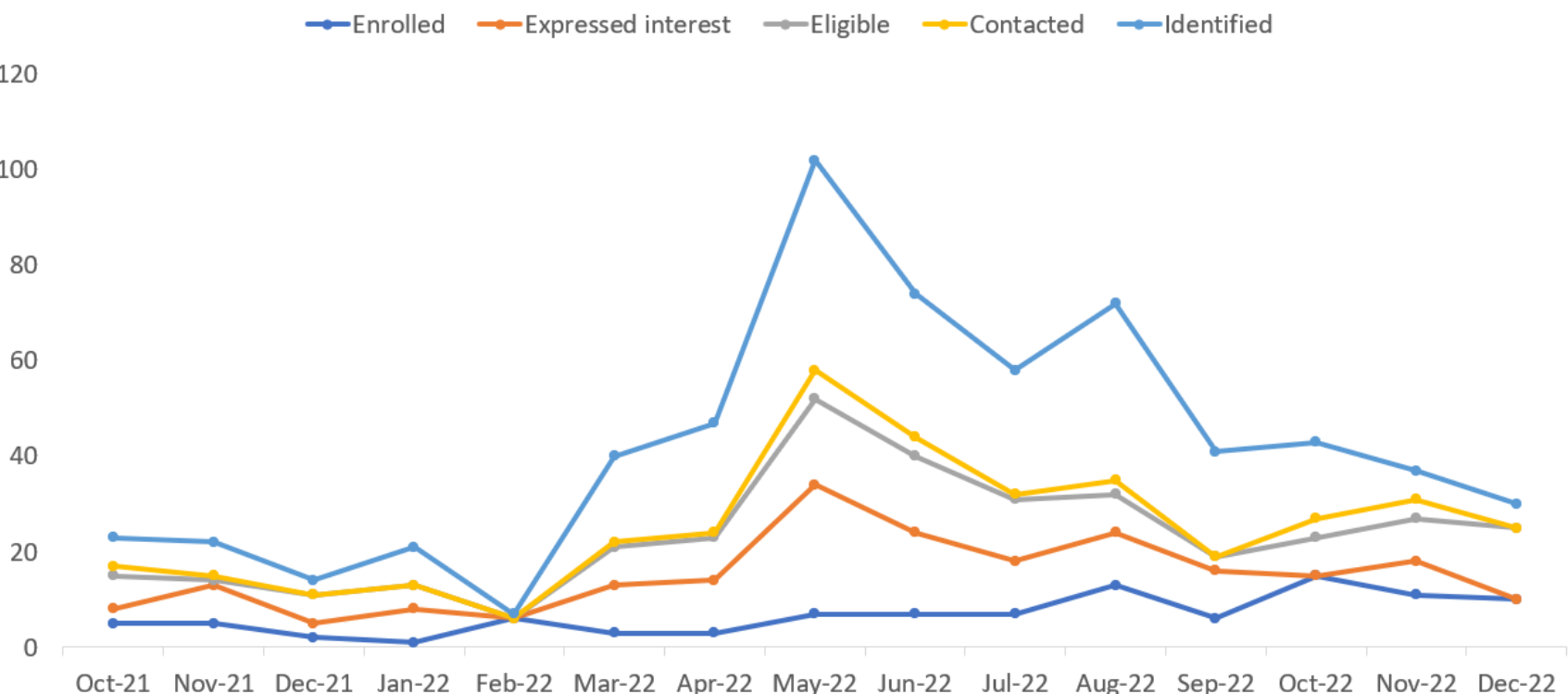
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# Tracking - Systems



Enrollment Trend - AVC

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# Put the Data into Action...

- Where do you think you are strong or weak in each area?
- What is priority one?
- Will you take action?
  - When?
  - How?



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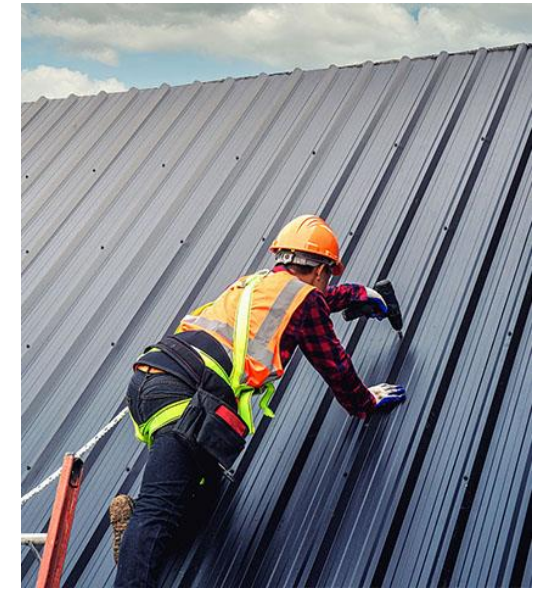
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## RETAINWORKS IS a Team Effort

Everyone wins when employers work collaboratively with employees who are injured or ill, healthcare providers, and the **RETAINWORKS** network of stay-at-work (SAW) or return-to-work (RTW) experts and resources.