

The Art of Negotiation

(How to Convince Your Chief to Buy Your Agency
10 Ventilators and Other Helpful Tips)

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What We are Going to Cover



My Favorite Source

THE INTERNATIONAL BESTSELLER

GETTING

↓↓↓ TO ↓↓↓

YES

UPDATED
and
REVISED

**NEGOTIATING AGREEMENT
WITHOUT GIVING IN**

ROGER FISHER AND WILLIAM URY
AND FOR THE REVISED EDITIONS BRUCE PATTON
OF THE HARVARD NEGOTIATION PROJECT

Core Principles



Who is employing you?

- Hospital
- Private Group
- Municipality



What happened before you?

- Were they able to negotiate their contracts?
- Full or part time?
- Compensation is key.
- Do not expect to be compensated at your clinical rate – this work is different.



Some non- negotiables

You MUST have malpractice coverage.

Some sort of compensation for your time

No hiring and firing, but ability to grant and restrict authorization to practice

You are a medical director NOT an advisor

When you meet with the decision makers -



My EMS agency needs ten ventilators.

How do I convince those who control the dollars that this is important?



Project Budget



Project Name:

Project Leader:

Start Date:

Total Budget:

Actual:

Under/ (Over):

#	Task Name	Labor			Materials			Fixed Costs	Total Budget	Actual	Under/ (Over)
		Hours	Rate	Total	Units	Cost	Total				
1				\$0.00			\$0.00		\$0.00		\$0.00
2				\$0.00			\$0.00		\$0.00		\$0.00
3				\$0.00			\$0.00		\$0.00		\$0.00
4				\$0.00			\$0.00		\$0.00		\$0.00
5				\$0.00			\$0.00		\$0.00		\$0.00
6				\$0.00			\$0.00		\$0.00		\$0.00
7				\$0.00			\$0.00		\$0.00		\$0.00
8				\$0.00			\$0.00		\$0.00		\$0.00
9				\$0.00			\$0.00		\$0.00		\$0.00
10				\$0.00			\$0.00		\$0.00		\$0.00



GOALS



SUCCESS



TEAMWORK



VISION



SKILLS



In Summary



ALWAYS BE POLITE AND
PROFESSIONAL



BE CONFIDENT



DON'T BE AFRAID TO CONSULT WITH
OTHERS PRIOR TO SIGNING OR
AGREEING TO SOMETHING



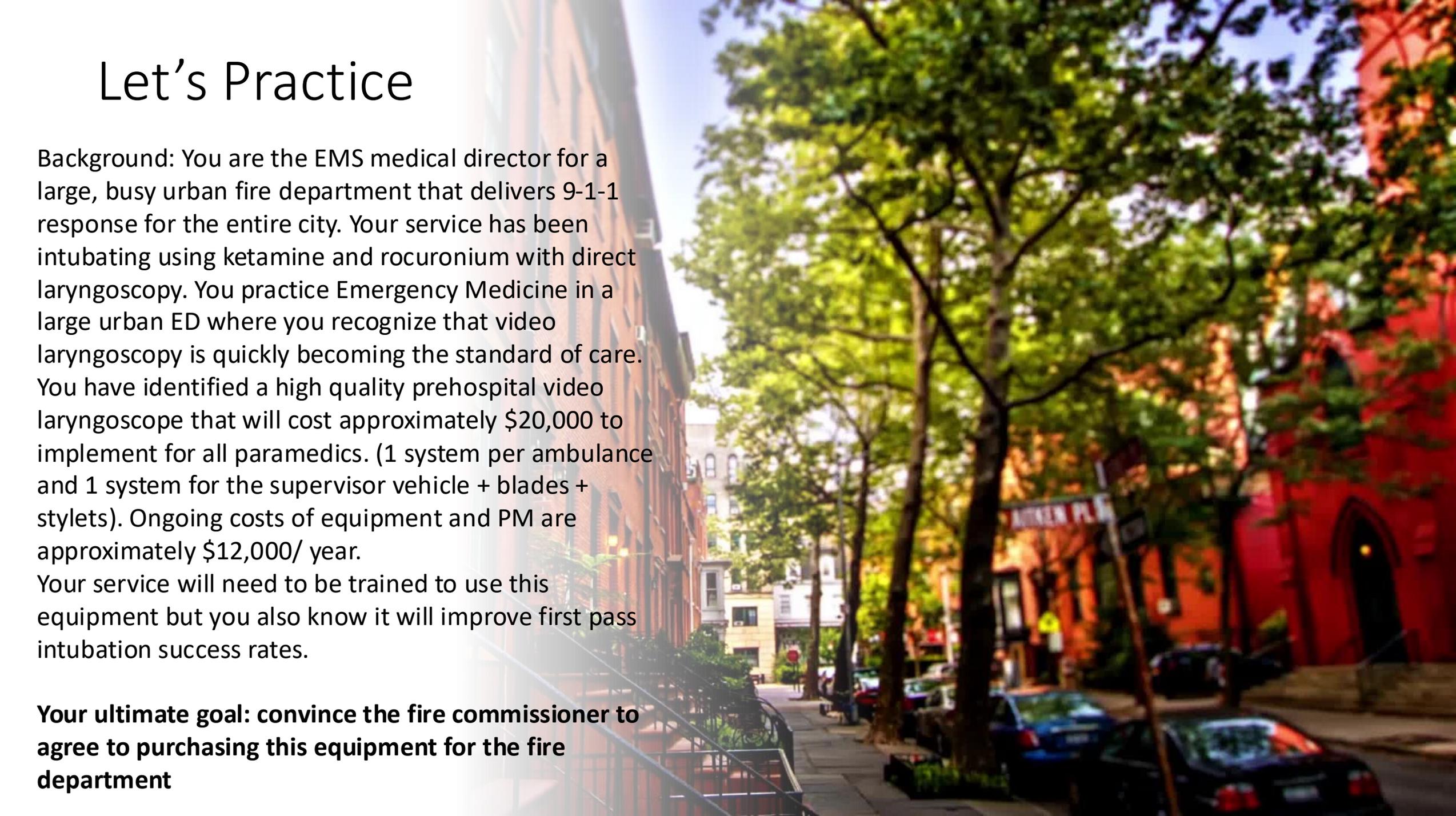
BE FAMILIAR WITH THE OPERATIONS
OF YOUR ORGANIZATION, NOT JUST
THE MEDICINE

Let's Practice

Background: You are the EMS medical director for a large, busy urban fire department that delivers 9-1-1 response for the entire city. Your service has been intubating using ketamine and rocuronium with direct laryngoscopy. You practice Emergency Medicine in a large urban ED where you recognize that video laryngoscopy is quickly becoming the standard of care. You have identified a high quality prehospital video laryngoscope that will cost approximately \$20,000 to implement for all paramedics. (1 system per ambulance and 1 system for the supervisor vehicle + blades + stylets). Ongoing costs of equipment and PM are approximately \$12,000/ year.

Your service will need to be trained to use this equipment but you also know it will improve first pass intubation success rates.

Your ultimate goal: convince the fire commissioner to agree to purchasing this equipment for the fire department



What did you learn?

1. Where were your points of agreement?
2. Where did you disagree?
3. Were you able to identify each other's goals?
4. What did you identify as areas of potential negotiation to help you each reach your goals?
5. Did you reach a mutually acceptable agreement?



Thank
you

A decorative graphic featuring the words "Thank you" in a black cursive font with a teal drop shadow. The text is surrounded by various teal-colored botanical and decorative elements, including leaves, branches, and small stars. The entire design is set against a white background, which is itself centered on a dark blue gradient background.