



The Healthcare Industry Catering Playbook



WHY THIS INDUSTRY MATTERS

The Healthcare Industry is the largest B2B Catering opportunity. This playbook will help you focus on this vast and year-round business.

- **Healthcare Catering is a \$6.6B Industry**
- **+20% of QDOBA's Catering business is connected to the Healthcare Industry**
- **QDOBA's Average Healthcare Order = \$400**

TARGET AUDIENCE

There are multiple verticals within the Healthcare industry that offer QDOBA a range of high-value, repeat customers. Pharmaceutical and Medical Reps place orders frequently, while Medical Offices and Hospitals have fewer but larger orders.

HEALTHCARE SALES REPS

- PHARMACEUTICAL
- MEDICAL/
DIAGNOSTIC
EQUIPMENT
- LABORATORY
- THERAPEUTIC/
REHABILITATION
- DENTAL
- VETERINARY
- PHARMACY
- HOME HEALTH
CARE

HEALTH INSURANCE/MANAGED CARE COMPANIES

- UNITEDHEALTH
- WELLPOINT
- HUMANA
- AETNA
- CIGNA

HOSPITALS/MEDICAL OFFICES

- CHIEF RESIDENCE
PROGRAMS
- BOARD MEETINGS
- HUMAN RESOURCE
DEPARTMENT
- DEPARTMENT MEETINGS
- PHARMACY
- LABORATORIES
- EDUCATION SEMINARS
- MEDICAL OFFICE
BUILDINGS AFFILIATED W/
HOSPITALS

PHARMACY BENEFIT MANAGERS

- EXPRESS SCRIPTS
- CVS CAREMARK
- HEALTH INFORMATION
DESIGNS, INC.
- MEDCO HEALTH
SOLUTIONS INC
- MAGELLAN RX
MANAGEMENT



UNDERSTANDING THE PHARMACEUTICAL & MEDICAL DEVICE REP

- The average Pharmaceutical Rep orders 9x per month, with a party size ranging from 5 – 30 people
- Each new Rep you gain is worth a potential of \$6k - \$20k in annual catering sales
- One Rep can order from QDOBA multiple times a week, as they visit different Dr. Offices and Medical Centers
- Catering budgets renew for Reps in January and they typically run out of funds by November
- New drugs are released in June / July, creating catering opportunities post-Cinco de Mayo & Graduation

HOW PHARMACEUTICAL/MEDICAL REPS MAKE THEIR DECISIONS

- All Pharmaceutical/Medical Rep companies have their own policies regarding budgets, this applies to the catering itself and to gratuities
- Reps are very loyal to companies that treat them as a VIP, executing at high operational standards and the accommodating last minute orders

INSIDER TIP!

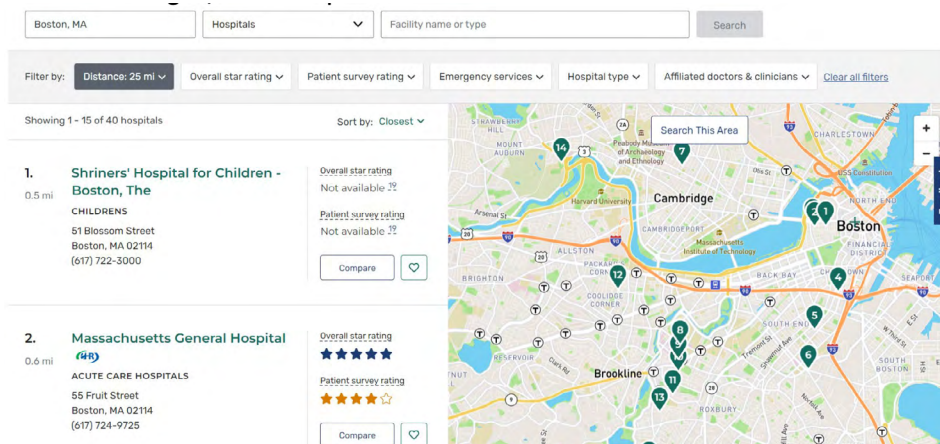
Utilize the Internal Client Message Field (in Monkey Media) to make appropriate notes to keep track of each Rep's policies

CATERING OPPORTUNITIES FOR HEALTHCARE INDUSTRY

- Any local area hospital or healthcare center is an opportunity for catering services! These catering opportunities include:
 - National Hospital Week/Nurses' Appreciation (May)
 - Large Hospital Events – Fundraising Events, Holiday Parties, or Retirement Events
 - Board Meetings
 - Education Seminars
 - Employee Appreciation/Celebrations

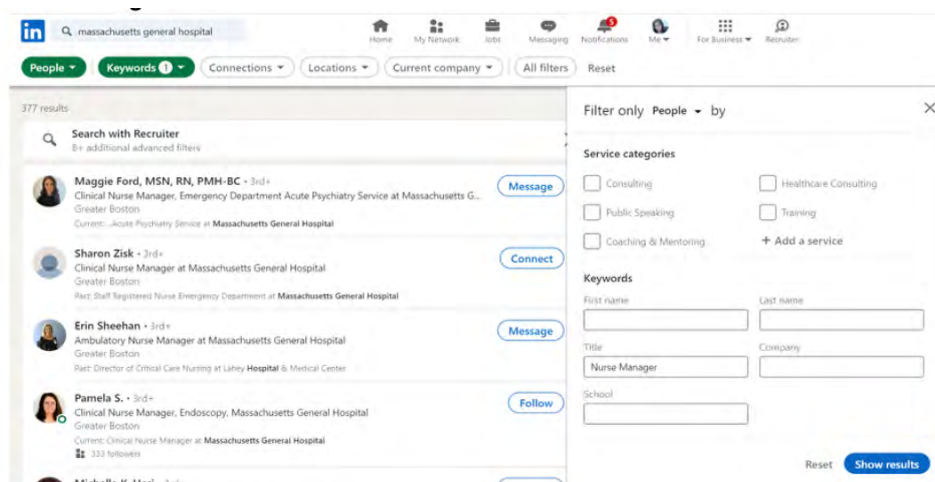
FINDING THE RIGHT PERSON - HOW TO GET STARTED

1. Start by targeting large hospital systems in your area – Google “large hospital systems near me”
2. You can also search for and compare medical groups on [Medicare.gov/care-compare](https://www.medicare.gov/care-compare)



3. Then, use LinkedIn to find “People” at that Hospital/Medical Office. Additional filters can be set to “Title” to narrow down search results – look for people with the following job titles:

- Executive Assistant
- Nurse Manager
- Practice Manager
- Administrative Office Manager
- Program Administrator
- Training Coordinator



INSIDER TIP!

Ask for Referrals! Hospital and Medical Centers have many departments and titles that order catering, including HR, Director of Events & Community Outreach, Donor Relations, and Community Director. This is a great time to also offer QDOBA Fundraising to give back to the hospital’s charities.



HOW TO GAIN MORE PHARMACEUTICAL & MEDICAL REPS

- Referrals from existing Rep to New Rep is the #1 way to gain new Reps
- Utilize LinkedIn to research and solicit new Reps
- Train Catering Delivery Drivers to solicit to Pharmaceutical Reps they see in large Medical Buildings as they are very friendly and love “Free Entrée Coupons”
- Chip Chats to Medical Offices
- Leverage new healthcare-focused marketing materials:
 - Email Signature
 - Email Template & Copy to Prospective Healthcare Clients
 - Healthcare-Catering 2UP Flyer

EDUCATE CLIENTS ON THE BENEFITS OF CATERING WITH QDOBA

- Sign them up for QDOBA Rewards! QDOBA offers a competitive Catering Rewards program with benefits that exceed our competitors’ – including ezCater
 - Free Entrees
 - Catering Discounts
 - \$50 Visa Gift Cards
- Educate them on our Clean Label Pledge & Healthy Catering Options (Grilled Adobo Chicken Hot Bar & Fresca Salad)
- House Accounts are important to Hospitals & QDOBA can offer House Account Billing & Tax Exempt
- Delivery INCLUDES set-up! These customers desire a VIP experience

INSIDER TIP!

TIP! Some companies may not allow their employees to accept rewards. One option is to have all orders for that Company on one rewards number and use the “\$50 Catering Discounts” to donate a catering to a charity of their choice.



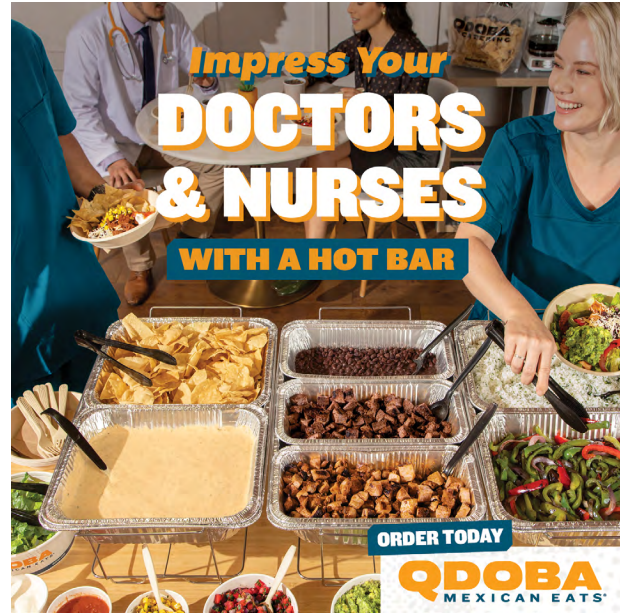
HEALTHCARE CATERING SALES ASSETS

[CLICK HERE TO DOWNLOAD ASSETS VIA BRANDFOLDER](#)

PAID META



SOCIAL POST



EDITABLE FLYER



CRM

