

Certified Healthcare Technology Sales Professional (CHTSP)

Approved for Continuing Education Credit



CHIME CHCIO Certification:

The College of Healthcare Information Management Executives (CHIME) recognizes this program for up to 9 continuing education units (CEUs) towards the Certified Healthcare CIO (CHCIO) Program. A certificate of participation is required for submission.

To submit the Non-CHIME Continuing Education Units to become CHCIO eligible or to maintain/renew your CHCIO or CHCIO-Eligible status, [CLICK HERE](#) to submit this event. For questions regarding eligibility for the CHCIO program please email certification@chimecentral.org or call [734.665.0000](tel:734.665.0000)

Objectives:

Upon successfully completing this course, students will be able to:

- *Describe the major target markets in healthcare and appropriate go-to-market strategies for each.
- *Explain how organization complexity in healthcare can pose challenges to sales.
- *Identify emerging sales models in health IT, especially the move into cloud-based and subscription services.

Planning & Instructional Personnel Disclosures:

All planners and instructors have completed a Biographical Data and Conflict of Interest form and have no conflicts of interest to disclose.