



How to Market & Sell Post Offer Employment Test Services

Abstract

Workers' Compensation based preventive programs are on the rise! One of the many popular services offered to properly place a workforce is Post Offer Employment Testing. Learn how to market and sell a Post Offer Employment Test services to employers in your market.

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Prevention on the Rise

Companies throughout North America are starting to hire employees as the economy slowly improves. Prior to the economic downturn, only a small portion of employers considered workers compensation preventative services of real value. However, this thinking has changed for a large majority of North America as well as international employers. Workers' Compensation based preventive programs are on the rise. One of the many services on the rise include companies implementing Post Offer Employment Testing services.

There are a few organizations that specialize in providing these services to employers on a national and international basis, including OccuPro. However, there is nothing stopping an individual, hospital, or private practice from approaching employers, providing a proposal, performing a high level Job Analysis, and designing your own Post Offer Employment Test. This cash based service can provide a nice revenue stream for your business and leads to other cash based opportunities with employers as they continue to increase their focus on injury prevention based initiatives.



Finding the Business: Strategy

Strategy 1

If you are new to this service area it can be daunting to find the business opportunity. One strategy to find the business includes going to the United States Department of Labor website and pulling the list of employer categories that have had the highest rate and severest rate of injuries in each of the last five years. Then go to your local library and access www.referenceusa.com. This reference breaks companies down by size, type of industry, by zip code and tells you their earnings. This is an excellent way to focus your cold calling list if you desire to find the business through cold calling employers.

Strategy 2

Another strategy includes attending and sponsoring your local chamber of commerce meetings. There are more than likely many different cities or counties around you and each of them will have chamber of commerce meetings which you could sponsor and even speak at in regards to your expertise in providing injury prevention services.

Strategy 3

Attend and exhibit at local and state based safety conferences is a third possible strategy to find this business. Simply use Google to find local safety conferences in your area and exhibit, sponsor or network your services at these events.

Strategy 4

If you are a rehabilitation facility and you see workers' compensation patients post injury for rehabilitation then the strategy that works the best is to go out and do a job analysis on your existing workers' compensation patients.

Here is how this strategy works:

You have a physician's order to treat a workers' compensation patient 3 times per week for 4 weeks. That workers compensation patient in your clinic is your foot in the door at their employer. Go to their employer and spend 1 hour analyzing the physical demands of their job and write up a Job Descriptions/Job Demands Analysis. Use this information to establish functionally based return to work goals in regards to exactly what their job requires. More importantly, use your presence at an employer as an opportunity to sell yourself in regards to the preventative services you offer. You do not need a doctor's order or insurance approval to do a Job Analysis at an employer. All that you need is the employer's permission to step foot on their property.

CPT Codes:

If you want to get paid for this 1 hour visit then take one of the 3 times per week for 4 weeks visits the doctor has asked for and the insurance has approved and go on site with your patient. The CPT code you would use times 4 units is [97537, Work Reintegration](#). If you do not need to get paid for this time and you just want to meet as many employers as you can then call the employer, let them know you would like to come on site to analyze their employees job as a means to establish return-to-work goals, and you can go to the employer with or without your patient.

Once onsite spend 55 minutes gathering the essential functions and physical demands of the job. Then at some point in your visit ask the question to the HR person who is with you, *"So what type of preventive programs does the company have to reduce workers' compensation exposure/injuries?"* You will get a list of things they do. In a folder have a bunch of one page service lines you offer for injury prevention services, choose one they do not offer and hand it to the HR representative. For instance you may say *"That is excellent, just for your knowledge we offer Post Offer Employment Testing services for a number of employers in the metro area. Let me know if you are interested in hearing more about this service line."* Thank them for their time and hit the road.

Head back to your clinic, establish long term return to work goals, begin providing functionally based return to work rehab and write up a solid job description. You will not get paid for the write up of the job description but once you have it put together, contact the employer's human resource representative you were working with and see if they have 10 minutes for you to stop back out and show them the job description you wrote up. 90% of the time your job description outlining the essential functions and physical demands is significantly better than what the employer has. This



strategy in and of itself can turn into your re-writing all of the companies job descriptions at \$150.00 per hour.

Keep in contact with the HR representative at the employer every 6 – 10 visits their employee is in your rehab program. Let them know the exact percentage of the full duty job their employee can perform during rehab. This communication with the employer will go a long way in establishing your expertise in returning the injured worker back to work and soft sells your preventative skills.

Selling your Skills

Through various efforts in marketing, cold calling, attending safety conferences, chamber meetings, or just going onsite with your injured workers, you land an opportunity to present your Post Offer Employment Testing services. You will need a proposal of services and a presentation of some sort. In both your proposal and presentation there are key words you need to scatter into your language. These key words are critical to you selling yourself. The hardest thing for a medical professional to learn is the language an employer uses to run and operate their business.



The key words or phrases you need to scatter in your presentation include:

- Legally defensible Post Offer Employment test that complies with ADA, EEOC, GINA, Supreme Court precedent and civil rights legislation.
- You will monitor test results so the company does not have Adverse Impact.
- Pass/Fail – Met/Not Met testing criteria will be based on the employees test results rising to a level of a Direct Threat to the safety of themselves or others.
- You will design the test using the Close Approximation standard defined by the Supreme Court.
- Reasonable accommodation can be used as long as the company feels it does not cause an Undue Hardship.
- A 5% to 15% fail/not met rate is common within the industry.

Your job as the consultant is to protect your client but in the end the decisions on what the employer does only effects you the consultant if you are negligent in your design of your post offer test. In the end a quality designed test ensures your protection.

To sell yourself and the Post Offer Testing services you offer you need to outline the steps required to design and create the Post Offer Test.

These steps may include the following:

1. Perform high level Job Demands Analysis to determine the essential functions and the physical demands associated with those essential functions.
2. Write up the analysis/job description based on your onsite analysis.
3. Have employer representative sign off on your essential function findings.
4. Does the employer want a pass/fail test, a placement test, a baseline test to minimize Permanent Partial Disability payout after MMI, or a combination of all three?
5. Design the post offer employment test.
6. Obtain equipment if necessary to perform test.
7. Set up test.
8. Perform incumbent testing.
9. Begin Post Offer Testing, Fit for Duty Testing and/or Job Transfer testing.
10. Collect statistics.
11. Determine if Adverse Impact exists.
12. Re-analyze on a year to year basis.
13. Provide employer with yearly test benefit.

Very few employers understand the legal ramifications of these tests. They will rely on your expertise to protect them. Make sure you guide them along the path of putting a legally defensible test together.

About OccuPro

OccuPro has been training professionals throughout the world in regards to designing legally defensible Post Offer Employment Testing for 13 years. We have taught thousands of clinician's strategies to implement injury prevention services while significantly increasing revenue streams in their practice. OccuPro's 2 day [Post Offer Employment Testing Continuing Education Course](#) is a great way to learn all of the ins and outs of POETs. During this course you will learn the specifics of ADA legislation, maintaining EEOC compliance, civil rights legislation, Supreme Court precedence, how to write up job descriptions and design a post offer employment test. The most popular portion of OccuPro's POET course is the hands on Job Demands Analysis at a local employer and the actual creation of a Post Offer Test by all course attendees based on the job analysis. This course is offered In Person, Live Webcast and On-Demand at www.occupro.net

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