

May
2017

Peak 360 by Tom Klein

April showers do bring May flowers. TSI is on-track to close \$8M in new logo sales in May and another \$4M in June to put us close to plan for the 1st half – hats off to Tim, Steve and Milton's new business teams. Our qualified pipeline remains healthy at \$120M and continues to grow with Commercial and Healthcare having a combined pipeline of \$80M, up from \$35M on January 1st. As you know our growth is centered on incubating and winning big deals. We are at \$37M, \$1M+ TCV deals in the pipeline. Can't wait for when we have a number of \$5M and \$10M TCV deals.

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Key Sales

Thomas Eye Group PC – David Wiener

- * Thomas Eye Group provides comprehensive eye care services with 5 locations in the Atlanta area.
- * Our competitive advantage was TSI's medical footprint, consultative approach with client (we told them exactly where his pain was in using just contingency and we told him how to fix it), ease of use, and results.
- * They had formerly used PR, but at some point cancelled and decided to only use collections. We met with the new CBO manager and presented a financial analysis of the financial benefits of using PR before collection and they agreed.

We are also working towards an interface for them, or a LCI solution, so that they will no longer have to manually enter and update accounts individually.

Industry Impact

Court Rules Sending Validation Through CFPB Portal Does Not Satisfy FDCPA by Tim Bauer

A federal judge in Texas has ruled that a debt collector does not comply with the requirements of the Fair Debt Collection Practices Act (FDCPA) when responding to a consumer's request for verification of a debt by uploading a letter via the Consumer Financial Protection Bureau (CFPB) online portal. The case is Ghanta v. Immediate Credit Recoveries.

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Wallet-Share by Jeremie Wallgren

For any that will not read this short article about Honda's success let me skip to the end: "This shows that the company's strategy of concentrating on product quality and careful customer targeting is working well". Which is in large part equivalent to what TSI is doing – together. Between CollectX, new client account management roles, the investments in compliance, information security and everywhere else WE should all be proud of the role we are playing to enhance our customer experience. If every employee approaches each challenge with a can-do attitude and gives that one little extra effort daily, together we will continue to take market share away from our competitors.

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CAM Corner - Client Account Manager Highlights

What do CAMs bring to the table?

- Operations Management Background
- Empowered to make the right decision for the client relationship
- Strong Internal Networks
- Industry Knowledge

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Sales Tales

My First Sale by Greg Klipp

Attitude is everything in sales and in life. You are what you think about most of the time. If you think success, you are on the way there. If challenges get you fired up and excited, you find the answers you need to succeed. You have to remember, that if it were easy, everyone would be doing it.

What originally attracted me to TSI was the opportunity to provide businesses a valuable service that could be a financial victory for both the client and the sales rep. It was a win-win proposition and could last for years!

My story is simple and it is as meaningful today, as it was my first day in the field. Good things always materialize when you hit the streets!

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Announcements

HFMA Pier Review Designation

We are excited to announce that TSI has once again achieved the "Peer Reviewed" designation with Healthcare Financial Management Association (HFMA). This marks the 10th consecutive year that TSI has passed the challenging review to achieve this standard with the nation's premier membership organization for healthcare finance leaders.

Changes to the AMA and TSI Agreement

July 1, 2017 marks a change in the relationship between AMA and TSI. After much analysis and discussion, we have decided to discontinue participation in the AMA Preferred Provider Program. This change is primarily due to a negative ROI in terms of costs versus the sales we were receiving.

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The Sales Minute

Is a high contingency fee good for TSI? Last month a very large healthcare client terminated TSI because “our rates were outrageous and we took advantage of them”. They were at a 30% contingency fee and we didn’t think this was a problem. This should be a wake-up call for all of us!

This is not an isolated instance; we are losing business over uncompetitive fee rates. I’ve also had several client discussions in the past two months where prospects have raised TSI’s reputation for high contingency rates. Nearly



half of our top 80 healthcare clients have rates over 30% representing a significant exposure for TSI. We have countless medium and small clients with up to 50% rates.

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TSI Received PCI 3.2 attestation!

TSI has received our PCI 3.2 Service Provider Level 1 attestation! Last year, at this time, we received our first PCI 3.1 attestation as an independent company. Since then, we have completely transformed our data center footprint, our infrastructure, our network security, and other security solutions. Essentially, this was a fresh audit given the level of change and new requirements for 3.2. As many of you know, this is the Payment Card Industry information security assessment that is an absolute requirement for TSI’s clients and a selling point for our services. We have achieved the highest level service provider certification!

In the Spotlight with...

Brian White, DSA

When did you start with TSI: 2002

Why Do You Like Working for TSI:

A great company with a great service. I like talking with different people daily and have a very tangible and immediate benefit to my clients.

Best Experience at TSI: Even after all these years, my favorite thing at TSI is still bringing onboard a new client. After meeting with a business that has never heard of TSI before, never used a collection agency before and having a conversation with them, showing them how TSI can help them and convincing them to put pen to paper (nowadays a few mouse clicks) is still a thrill for me.

A Little Bit About Yourself: I’m pretty simple. I love to read, listen to audiobooks, traveling (I’m big on day trips), eating at different restaurants and trying out different cuisines. I’m also a huge New Orleans Saints fan!

Advice to New Reps: LEARN! Take advantage of the wealth of knowledge around you with your manager and fellow reps on the Morning Stretch calls – ask what the best books to read are and read them. Be a sponge and soak up as much as you can.



Marketing Corner

- Accelerator and Profit Recovery Invoices – On 5/22 automated emails with Accelerator and PR invoices will begin deploying. No longer will IC’s or other individuals need to create and send these invoices. The emails will have links to “Pay Now” as well as other information included, i.e. Marketing Messages.
- Multi-Channel SME Placements Campaign has launched. The objective is to grow Phase 2 placements for SME clients. Some of the tactics include a link in ONYX for clients to automatically transfer placements to Phase 2 as well as new sales collateral and emails.

TSI Event Calendar

Morning Stretch Schedule @ 10 AM Central

<https://tsico.adobeconnect.com/morning-stretch/>

Date	Topic
6/1	National Medical Call
6/5	Winning Habits for TSI High Achievers
6/8	The Value You Bring
6/12	Working Events & Tradeshows
6/19	Perception vs Reality
6/22	Prospect Online Survey – Qualify & Close More

National Sales Call @ 10 AM Central

June 15, 2017

https://tsico.adobeconnect.com/Transworld_Systems/

Operations Management

This month we are providing examples of the great customer experiences that we provide, while still meeting our collections goal. It is important for the sales team to understand that they are selling this type of positive experience for our clients and consumers, even though we are asking for the consumer to pay and they may be in a difficult situation.

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Dental Collect Enterprise (DCE) Updates

Dentrix

* Compatible with versions 8-13, G4-G6 (with the exception of 16.2, 16.3)

* It is NOT compatible with Dentrix Ascend

Sikka is continuing to work to improve this integration

Eaglesoft

* DCE is now compatible with all versions of Eaglesoft, including the latest version, 19, that was updated the first week of May