



ANA RODRIGUEZ

Questioner
DISC Type : c

VP of IT / Clinical Engineering at Memorial Healthcare System
Hollywood, Florida, United States

Overview

Ana Rodriguez is the Vice President of IT and Clinical Engineering at Memorial Healthcare System, where she previously served as Director of Clinical Informatics. She leverages a unique background, holding a Doctor of Pharmacy from the University of Florida, to lead technology and engineering teams.

Ana maintains a strong connection to her alma mater, the University of Florida, and follows thought leadership from sources like the Harvard Business Review, suggesting a commitment to continuous professional development and learning.

Unique fact: Ana holds a Doctor of Pharmacy (Pharm. D.), an uncommon and valuable qualification for an IT and Clinical Engineering executive.

Personality Overview

Not Easily Convinced

Price-Sensitive

Systematic

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They prefer to analyze every situation thoroughly.

Topics They Care About

Clinical Engineering

She leads the Clinical Engineering team, celebrates Healthcare Technology Management (HTM) Week, and actively recruits Biomedical Equipment Technicians (BMETs).

Healthcare Technology

Her role is at the intersection of IT and clinical applications, and she uses hashtags like #technologysaveslivesandimproveshealth in her professional posts.

Team Building

She publicly recognizes her team's contributions and actively posts about job openings to attract new talent to her department.

University of Florida

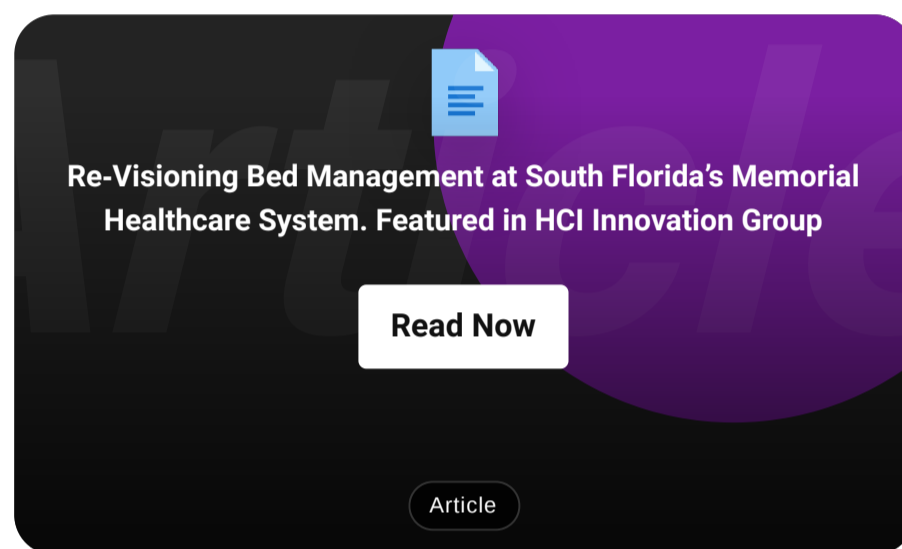
[Predicted] Her education at the university and continued interest suggest a strong affinity for her alma mater, which could be a point of personal connection.

Business Leadership

[Predicted] Her interest in publications like the Harvard Business Review indicates a focus on high-level strategy, management principles, and professional growth.



Media Appearances



Work History

- 5-2017
VP of IT / Clinical Engineering at Memorial Healthcare System
- 8-1987 - 5-2017
Director Clinical Informatics at Memorial Healthcare System

Education

- 1987 - 1991
Pharm.D. from University of Florida
- 1986 - 1987
Associates from Barry University

More Information

Social Presence :



Prographics :

Exp : **38** Location : **Hollywood, Florida, United States** Job Level : **Senior**

Designation : **VP of IT / Clinical Engineering at Memorial Healthcare System**

Insights For Selling To Ana

👉 During A Call Or A Meeting

DO's

- If you have a lower priced product compared to the competition, call out the same
- Tell them that you will come back if you don't have a good answer for a question
- Share as much information as possible regarding your product

DONT's

- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't try to be too friendly or informal with them
- Avoid rushing them, be polite and patient

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Ana, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Ana is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Ana

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Ana Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Ana Take Some Risk Or Not?

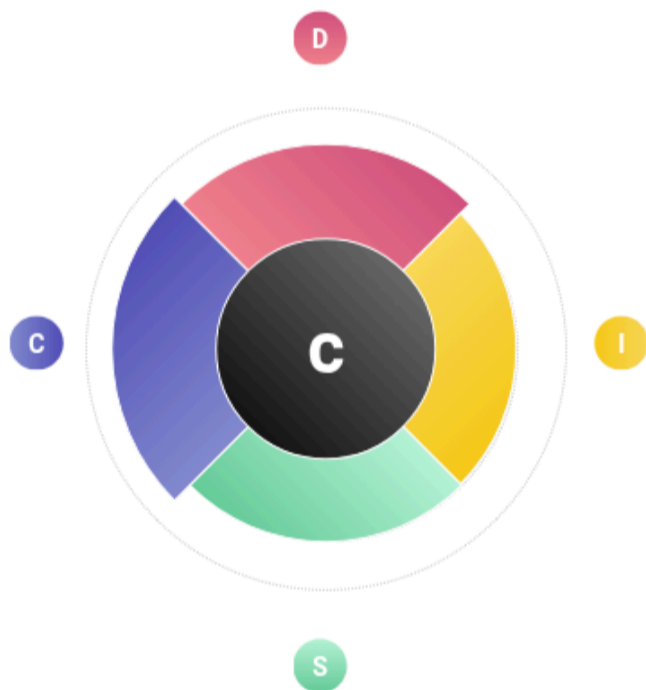
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Ana

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ana's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.