



GHEORGHE P.

Observer
DISC Type : ci

Co-Founder / CEO at Epiphany Dermatology
Austin, Texas, United States

Overview

Gheorghe P. is the Co-Founder and CEO of Epiphany Dermatology, leveraging extensive experience in healthcare operations with major P&L responsibilities. A graduate of the University of Michigans Ross School of Business, he is focused on expanding access to high-quality dermatologic care in underserved communities.

He demonstrates a strong commitment to social causes, having organized company-wide efforts to donate surplus medical supplies to Ukraine and to help provide clean, running water to the Navajo Nation. He believes in partnering with good people to achieve positive outcomes.

As the companys leader, he is also its Co-Founder, having built the organization from the ground up.

Personality Overview

Value Driven

Assertive

Example Seeker

They are generally strong communicators and are not easy to convince. They often ask many questions and rely heavily on information and documentation. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

Topics They Care About

Healthcare Expansion

Co-founded and grew his company, Epiphany Dermatology, with a focus on expanding access to dermatologic care and partnering with high-quality physician practices.

Physician Partnerships

Emphasizes the importance of being a "chosen partner" for top-tier dermatologists and creating a supportive network for physicians to join.

Social Responsibility

Actively leads his organization in philanthropic efforts, such as donating medical supplies to Ukraine and supporting clean water initiatives for the Navajo Nation.

Team Recognition

Publicly celebrates and congratulates team members, highlighting the achievements of individuals within his organization like the "Physician of the Year" award winners.

Healthcare Operations

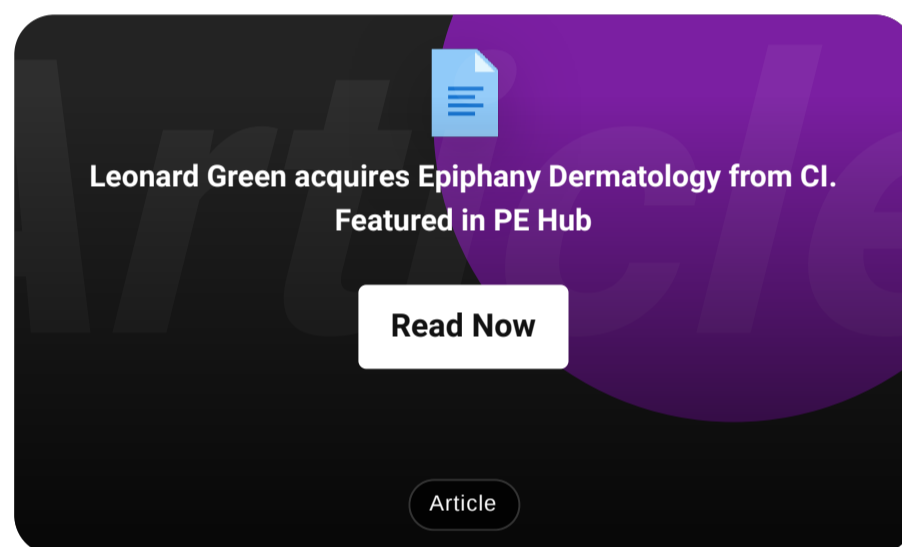
[Predicted] His background includes managing large P&L divisions at 21st Century Oncology and DaVi, indicating a deep expertise in operational efficiency and business development in healthcare.

Michigan Wolverines

[Predicted] He holds both a BS and an MBA from the University of Michigan, suggesting a likely affinity for the university's sports teams.



Media Appearances



Work History

- 10-2014
Co-Founder / CEO at Epiphany Dermatology
- 7-2011 - 9-2014
Vice President of Operations at 21st Century Oncology
- 10-2007 - 6-2011
Group Regional Operations Director at DaVita
- 2007 - 5-2010
Regional Operations Director at DaVita
- 2005 - 2007
Associate Product Director, Marketing at Cordis, J&J

Education

- 2004 - 2006
Master of Business Administration (MBA) from University of Michigan - Stephen M. Ross School of Business
- 1995 - 1999
Bachelor of Science (BS) from University of Michigan

More Information

Social Presence :



Prographics :

Exp : 24 Location : Austin, Texas, United States Job Level : Leadership

Designation : Co-Founder / CEO at Epiphany Dermatology

Insights For Selling To Gheorghe

👉 During A Call Or A Meeting

DO's

- Help them realize that there is no personal risk in making this decision
- Help them understand the risk aspect fully while inspiring confidence
- Focus on immediate action-items rather than the larger goals

DONT's

- Don't try to rush them into a decision, provide all necessary information first
- Avoid making offhand commitments
- Don't rely excessively on your relationship with them to win the deal

👉 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 Gheorghe, 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: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Gheorghe is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Gheorghe

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Gheorghe Move?

- *They like to analyze well and then make their decisions.*

Can Gheorghe Take Some Risk Or Not?

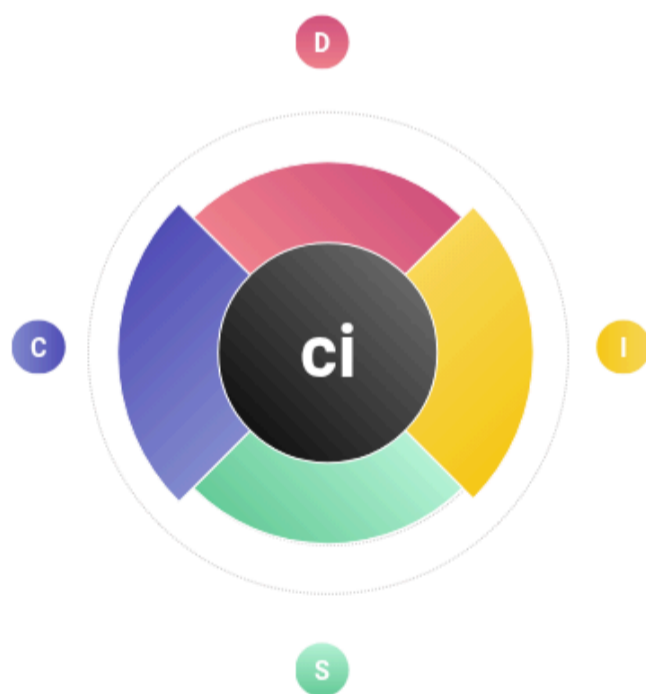
- *They systematically evaluate all decisions and are unlikely to take many risks.*

You And Gheorghe

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Gheorghe'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.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.