



SCOTT ROSS

Examiner
DISC Type : cs

Chief Medical Officer at Cleveland Clinic
Fort Lauderdale, Florida, United States

Overview

Dr. Scott Ross serves as the Vice President and Chief Medical Officer for Cleveland Clinic Weston. He leverages his expertise in hospital medicine and operations management to lead clinical strategy. He earned his Doctor of Medicine from Ross University School of Medicine, following an earlier career in business management.

Dr. Ross demonstrates a strong commitment to community health and patient advocacy. He actively supports local initiatives such as the Broward Heart Walk, reflecting his dedication to life-saving causes beyond his direct clinical responsibilities. He often engages in discussions focused on improving patient care and access.

Unique fact: Before becoming a physician, he worked as a Sales Manager for an electric and gas company and as an Operations Manager.

Personality Overview

Overcautious

Tough To Convince

Status Quo Seeker

The only way to convince them is by showing them examples and ample proof. They are quite aware of their needs and limitations, so they are unlikely to over-promise. They are thorough and always follow a systematic approach.

Topics They Care About

Patient Access to Care

He recently highlighted a new agreement with Florida Blue, emphasizing its importance for ensuring patients have uninterrupted access to world-class care in South Florida.

Healthcare Cost Strategy

He is involved in forums for employer leaders to discuss innovative strategies for improving health outcomes, access, and cost predictability for their employees.

Community Health

Actively promotes and participates in local health initiatives, such as the Broward Heart Walk, to support life-saving efforts within the community.

Hospital Operations

His background as Chair of Hospital Medicine and an Operations Manager indicates a deep interest in efficient and effective hospital management.

Physician Leadership


His role as a Chief Medical Officer and participation in board meetings suggest a focus on developing and working with physician leaders to improve healthcare.

Miami Dolphins

[Predicted] As a leader based in Cleveland Clinic's Weston hospital in Broward County, he likely follows local NFL teams like the Miami Dolphins.




Media Appearances



F. Scott Ross, MD - Cleveland Clinic. Featured in Cleveland Clinic (official website)

[Read Now](#)


Article



Medical insights from the Chief Medical Officer of Cleveland Clinic. Featured in Nova Southeastern University – BioLectures

[Read Now](#)


Article



Scott Ross: Chief Medical Officer of the Cleveland Clinic – ESPN West Palm Tonight. Featured in Apple Podcasts

[Listen Now](#)

Apple Podcasts



Distinguished Speaker Series – Scott Ross, Chief Medical Officer, Cleveland Clinic. Featured in Community Foundation of Sarasota County (Facebook)

[See Now](#)

Facebook

Work History

- 5-2021
Chief Medical Officer at Cleveland Clinic
- 7-2010
Chair, Department of Hospital Medicine at Cleveland Clinic

Education

- 2007 - 2010
Doctor of Medicine - MD from Ross University School of Medicine
- 1989 - 1992
Bachelor of Science - BS from College of Charleston

• 1-1998 - 1-2007

Sales Manager at South Carolina Electric & Gas Company

• 1-1993 - 1-1998

Operations Manager at 2nd Wind Heating & Air Conditioning

More Information

Social Presence :



Prographics :

Exp : **29** Location : **Fort Lauderdale, Florida, United States** Job Level : **Leadership**

Designation : **Chief Medical Officer at Cleveland Clinic**

Insights For Selling To Scott

👉 During A Call Or A Meeting

DO's

- Expect them to be vague in response to your questions, ask firmly and pointedly
- First of all, focus on building their confidence by sharing examples, case studies etc.
- Expect them to be slow and cautious, encourage them to ask more questions

DONT's

- Don't be very accepting if that is your natural style, stay firm
- Don't rely on relationship building even if they act pleasantly
- Don't push them too hard to make fast decisions, give them time

👉 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 Scott, this is [user_fname] at [user_companynamefirsttwowords].

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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Scott is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Scott

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

Insights For Deal Planning

How Fast (Or Slow) Will Scott Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Scott Take Some Risk Or Not?

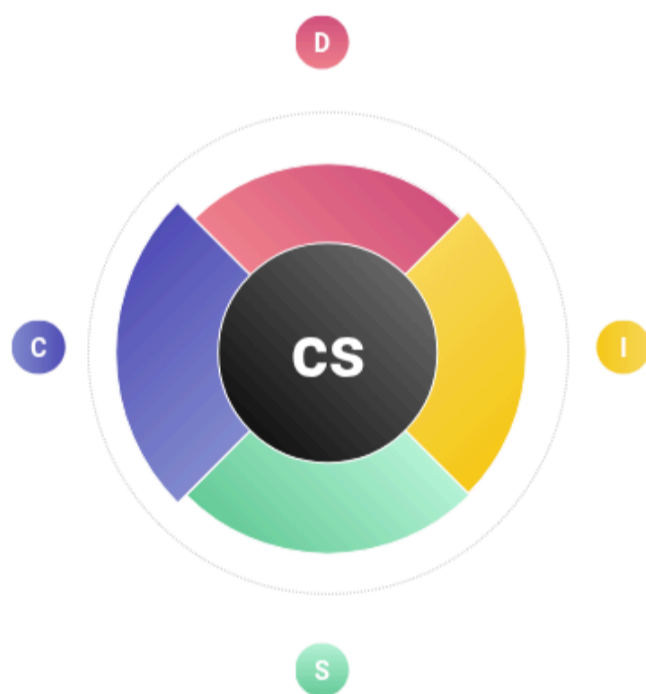
- *They have little risk-appetite and prefer to take measured decisions.*

You And Scott

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Scott'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.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.