



A Checklist for How MedTech Companies Compete, Win, and Retain Customers in an Ultra-competitive Healthcare Landscape

Pre-Purchase

Managing the Hospital Buying Group

C-Suite

- We have made it easy for executives to quickly and conveniently find the information they need on devices they use.
- We can easily demonstrate return on investment (ROI) and show how our technology enables the hospital to be profitable.
- We have a technology safety executive summary for the C-suite including the Chief Medical Officer.
- We have provided case studies to the C-suite so they can see the successful implementations of your products.
- We have provided a product demo video recording from the perspective of the C-suite.

End users (physicians, nurses, and or technicians)

- We have addressed the need to quickly train non-resident physicians and nurses who may be temporarily assigned to this hospital.
- We have made it easy for them to get training when they need it
- We have provided a product demo video recording from the perspective of the end-users of your technology.

Health
Technology
Maintenance
(HTM) Team

- We can quickly demonstrate the variety of ways they can receive the training they need to repair and maintain our technologies
 - We can show the necessary information so their HTM teams can repair our devices faster than our competitors.
 - We are able to demonstrate what parts and supplies are available within the required hospital timeframe.
 - We have provided a product demo video recording from the perspective of the HTM team.
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IT Team

- We can demonstrate how our technology securely connects with EHR systems.
 - We have made it so the IT department doesn't have to spend a lot of time figuring out how to do this.
 - We have provided a product demo video recording from the perspective of the IT team.
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Purchasing

- We have provided other considerations that lower the Total Cost of Ownership (TCO) compared to competitors such as ease of use, maintenance, repair, infection control, and other factors that tend to increase TCO.
 - We have shown that we have a superior way of providing training to all end users, in the way they prefer to learn.
 - We have provided a product demo video recording from the perspective of the purchasing team.
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Team members

- We have provided a way for team members to see the product in action as in a video or animation before scheduling a more in-depth on-site demo or trial.
- We have made it easy for team members to easily access more information in case they want to learn more.
- We have provided the information in a variety of formats such as videos, audio clips, animations, infographics, and documents.
- We have the information available in the key languages of the countries where we sell our products.



Post-Purchase

Managing Onboarding

Team members

- We have created role-specific courses by physician, nurse, technician, HTM or IT specialist.
- We have custom-built branded courses for the hospital customer including their hospital portal logins to access training.
- We have provided virtual instructor-led classes.
- We have provided on-demand training for certain users, such as those who are unable to attend live sessions, need a refresher on their own time, or are temporarily on-site and need help with first-time use of our product.
- We have provided training courses in more than one language.

Ongoing Maintenance & Repair

HTM Technicians

- We have provided the necessary information that enables HTM technicians to quickly repair a device.
- Technicians are able to quickly and easily search our training courses and find what they need.
- We have provided continuing education and certification to the HTM group so they can easily maintain and quickly repair our devices.

Retaining Customers and Selling More

Improved Customer Engagement

End Users

- It is easy for our end users to learn more about our devices on an ongoing basis.
- It is easy for them to personalize their learning in the way that's most convenient for them.
- We have created a way to preview new products and releases to entice end users so they can recommend purchases to their buying committee.



Health
Technology
Maintenance
(HTM) Team

- We can quickly demonstrate the variety of ways they can receive the training they need.
 - We can get HTM teams the information they need quickly, so that they can repair our products faster than our competitors.
 - We are able to demonstrate what parts and supplies are available within the required hospital timeframe.
 - We have provided a product demo video recording from the perspective of the HTM team.
 - We have provided continuing education and certification programs that enable the HTM team.
 - We have provided learning in a variety of modes including on-site instructor led classes (ILCs), virtual ILCs, and online on-demand classes.
 - We have provided these in multiple languages to increase accessibility.
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IT Team

- We can demonstrate how our technology securely connects with EHR systems and make it so the IT department doesn't have to spend a lot of time figuring out how to do this.
 - We have provided a product demo video recording from the perspective of the IT team.
 - We are providing continuing education and certification programs that enable the IT team.
 - We are providing learning in a variety of modes including on-site instructor led classes (ILCs), virtual ILCs, and online on-demand classes.
 - We are providing these in multiple languages to increase accessibility.
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Purchasing

- We have provided other considerations that lower the Total Cost of Ownership (TCO) compared to competitors such as ease of use, maintenance, repair, infection control, and other factors that tend to increase TCO.
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Team members

- We have provided a way for team members to see the product in action as in a video or animation before scheduling a more in-depth on-site demo or trial.
- The team has a way to easily access more information in case they want to learn more.
- We have provided the information in a variety of formats such as videos, audio clips, animations, infographics, and documents.
- We have the information available in the key languages of the countries where we sell our products.

Reporting and Insights

- We are able to tell which courses have the highest demand for which group of learners and can segment this information by hospital.
 - We are able to tie learner engagement with product usage and increased purchases or renewals.
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eCommerce

Course Catalog

- We are currently selling training courses, either directly to customers or through resellers.
 - We are able to easily build course catalogs and market them to targeted customers.
 - We are able to price courses by learner type, country, etc.
 - We can sell our courses in different currencies.
 - We can build branded catalogs for different hospital systems.
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Reporting

- We are able to report which courses are selling better within a hospital or user type.
- We can tell what prices work best for which course.



About Thought Industries

Thought Industries provides the world's #1 software platform for customer learning management (CLM). CLM empowers businesses to create compelling learning experiences for customers, partners, and professionals. These experiences help businesses grow revenue, increase customer loyalty, and ensure customer success across technology, manufacturing, healthcare, and other industries with complex products and training requirements. Thought Industries was founded in 2014 around the core belief that online learning experiences should be modern, intuitive, engaging, and scalable. Headquartered in Boston, Thought Industries has offices across North America and Europe.

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