

MedTech's New Competitive Edge

How Medical Device Makers Win and Retain Customers Through Education in the Digital Era



What doesn't work anymore

Buyers are tired of **being bombarded with "me" information**. With customer acquisition costs on the rise, organizations need to be more strategic than ever with their prospect outreach.

60%+

increase in new customer acquisition cost



What your buyers really want

Hospital Buying Committees have to learn a great deal about your medical devices before they can recommend a purchase. They need decision-enabling information. **Give them what they need.**



Medical Device
Provider



Customer Learning
Platform



Hospital Buying
Committee



C-suite



Physicians



Nurses



IT group



HTM group



Purchasing

Don't try to "sell" your medical device.

Educate hospital buying groups on how your medical devices will change the game for their hospital operations, quality of care, and profitability.

Customer retention is critical to growth and profitability.

Engaged Customer =
Retained Customer

5%
increase in
retention

95%
increase in profits

according to
Bain & Company study

1%
increase in
retention

16%
increase in profits

according to
Navit Consulting

The more customers engage, the
more customers learn, the more
customers you retain.

More education about your
medical device leads to more
loyal stakeholders.



IT GROUP

The more IT knows how to
get data into the EHR
systems...



PHYSICIANS & NURSES

The more IT knows how to
get data into the EHR
systems...



HTM GROUP

The more IT knows how to
get data into the EHR
systems...

... the more interested
they become in buying
more of your products.

Customize learning to fit the needs of your stakeholders.

Buying Role



C- suite



Purchasing



Other stakeholders

Give each stakeholder exactly what they need to evaluate and recommend a purchase decision for your product.

Hospital System



Brand and customize all learning by your hospital system customers.

User Role



Physicians



Nurses



IT group



HTM group

Customize learning by role so each type of user gets exactly what they need in order to use your product fully and accurately.

Learning Preference



Mobile



Virtual
instruction



Online
on-demand



Classroom

Quickly create hybrid versions of learning—create once and distribute in many formats.

Globally scale marketing and customer education.



Multilingual



Multi-currency



Easy Customization

