

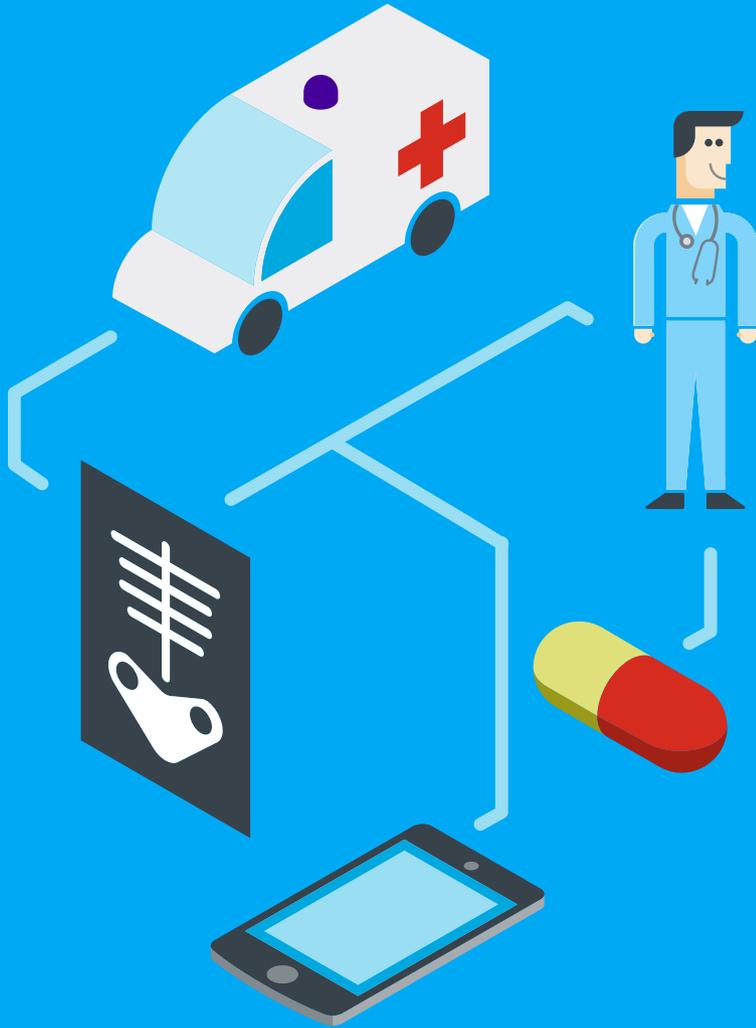
A Metia 'How to Guide'

Nine things that every healthcare technology marketer should know



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Make the most of our experience



The global healthcare IT market is projected to hit \$66 billion by 2020, according to a report from Global Industry Analysts. The growth is driven by strong emphasis on improving the profitability of healthcare institutions, increasing demand for quality healthcare services, and growing acceptance of mHealth and eHealth practices.

Technology marketers who want to take advantage of this growth are quickly learning that talking to healthcare providers requires a unique approach.

Metia has teams that specialize in healthcare IT marketing. To help you go to market effectively, we have collected nine things that every healthcare technology marketer should know.

1

Know the organization's access points

Develop the right relationships

Many organizations require vendors to access their decision makers through a particular department, such as the materials management, biomedical departments, or the IT department and its CIO or IT department manager. Quality relationships with these gatekeeper departments can be critical in accelerating a sale.

Many hospitals affiliate with larger healthcare groups, which integrate smaller organizations into a large system of healthcare facilities. The decision makers within the system affiliation may be located regionally, they often consolidate technological solutions for 10 to 200 facilities, and they may require a single source solution for many products. By accessing the larger organization, you may gain access to many facilities at once.



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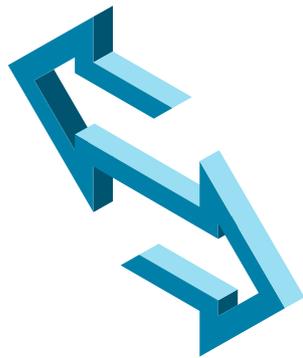
How to access practitioners

Avoid the floor

Gaining access to a floor nurse or physician is nearly impossible. A better route is to approach them through decision-making committees, which drive the strategic planning and prioritization for capital expenditures.

Standard decision committees include the nursing informatics department and the IT governing board. Shared governance committees are a combination of nursing and leadership, committed to improving quality of care, safety, and work life. It's much easier for a field marketer to address these committees than to try to get time in a clinical setting.

When you do gain access to a healthcare provider to demo your technology, make certain it works. Nurses and doctors are hands-on learners, and they'll want to see your technology in action. If it doesn't work, they won't be interested.



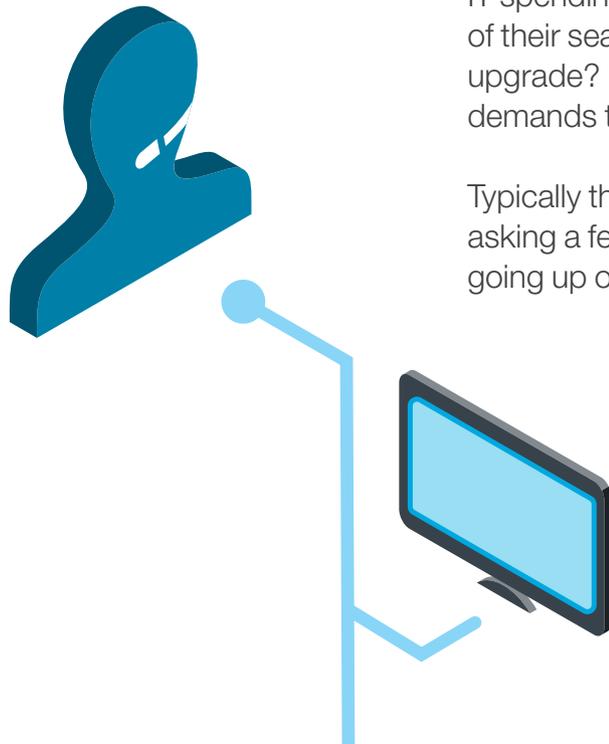
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Know your prospects

What is their IT history?

It's important to know how mature an organization is in its technology development. If their technology has been stagnant or immature, they may be preparing for a cycle of large capital IT spending. If this is the case, you want to be on the front side of their search for technology. Have they just undergone a major upgrade? If so, they may be in a down cycle of spending as other demands take priority.

Typically there is an annual budget for IT development, and by asking a few simple questions, you can determine if the budget is going up or down in the next cycle.



4

Address integration

Empower efficiency

In a state-of-the-art hospital, technology is everywhere, but it is inefficient. There are cardiac monitors, blood glucose monitors, blood pressure machines, and temperature devices that do not transmit data into the EMR. Data is manually entered, which is time-consuming and invites human error.

Many vendors avoid addressing integration. But until any particular technology is part of the solution, it will be perceived as just another siloed IT problem. Healthcare IT decision makers are looking for vendors that know all of the facts, are truthful with the capabilities, and are forthright about integration.



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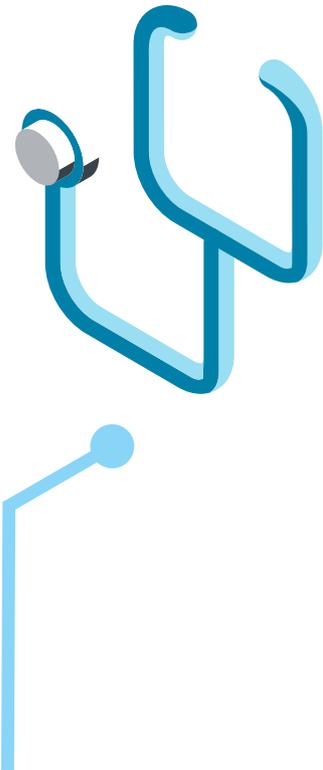
Know your audience

Walk the walk

Healthcare providers will be more interested if the marketer or salesperson has a clinical background and training. Only then will they understand the conflict that they feel when trying to tend to patients' needs, document their entire process for regulation purposes, and, if time allows, learn about new technologies.

If you can't walk the walk in terms of professional medical training, then at least take every opportunity to walk the corridors. Observe how care is delivered on the front line to increase your empathy for the practical challenges faced by each participant in the healthcare supply chain.

Healthcare IT marketers will learn more in a day spent listening to nurses and physicians, than in a month of internal planning meetings.



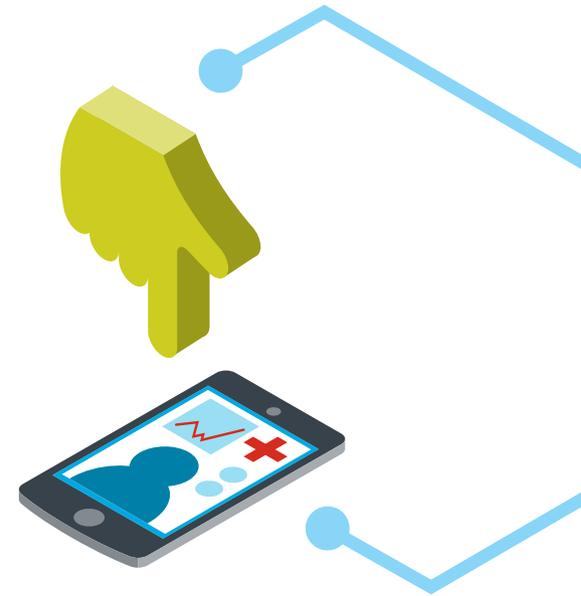
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Customers as adult learners

Marketing as education

Education plays a uniquely important role in healthcare IT marketing. Introducing new technology can be exciting but also intimidating. Is your target customer fresh out of school, born into a technological environment, at ease on a mobile device, and ready to graduate to larger, more complex devices? Or is it a seasoned 55-year-old nurse (In the US, 55% of the RN workforce is aged 50 or older, according to the National Council of State Boards of Nursing), who has an incredible wealth of experience and critical thinking abilities, but is more technologically challenged?

Studies have shown that adult learners retain approximately 10 percent of what they see; 30 to 40 percent of what they see and hear; and 90 percent of they see, hear, and do. By letting nurses interact and get hands-on with your technology, you increase the chances for a sale.



7

High touch vs. high tech

Making a human connection in a digital world

Despite all of its advantages, healthcare technology can be a source of frustration for healthcare providers, who overwhelmingly care about their patients and want to offer them a high-touch, human experience. Marketers who demonstrate how their technology will enhance interactions with patients and increase the personal connection will find a more receptive customer.

Does your technology improve or inhibit these human connections? Be prepared to sell the high-touch benefit of your technology, even if it is a downstream benefit.



8

What to give

The gift of time

Healthcare providers are typically too busy to regularly take scheduled breaks, often work overtime, and still feel like they missed opportunities to give optimal care. The intense demands of their work make time their most valuable commodity.

Any time given up to consider your proposition is a considerable gift. Get to the point quickly, be succinct, cut out marketing buzzwords and IT jargon.

Small acts will demonstrate that you understand the pressures of their environment. Rather than market with cheap branded giveaways, bring lunch. Lunch saves them time.



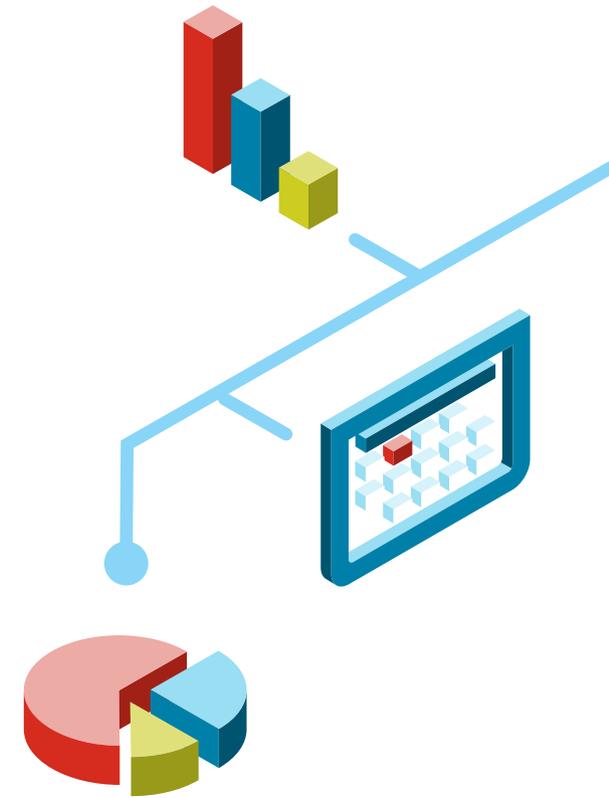
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Track other healthcare trends

Look beyond your own product

Brands that market an electronic billing solution, for example, should be aware of advancements in telemedicine. Other key trends in healthcare IT include:

- Data security
- Predictive modeling and big data
- Comprehensive patient portals
- Medical apps for mobile devices (Windows phone app, med scape, up to date)
- Self- scheduling
- BYOD (bring your own device)
- Patient portals
- RP-VITA (Remote Presence Virtual + Independent Telemedicine Assistant)



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