Lake B2B has been in business for over 13 years with the objective of driving more revenue and increasing profitability of sales and marketing campaigns. Since then, over 450 clients have used our business-to-business solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing.

Hard Stats for Next-Gen Healthcare Marketers

In management-led organizations, adoption of new payment approaches has increased to 69% from 50%. This shift is crucial as healthcare marketers must keep up with changes in the industry.

Opportunities that Procurement Officers Consider for Savings on Devices

As healthcare marketers, understanding your target market better is essential. Let's delve into each dimension in detail:

1. **Top Source of Information**
   - **Surgeons**: The percentage of surgeons pressured to cooperate with sales reps has reduced from 63% to 48% in the past 3 years.
   - **Oncologists**: The percentage of oncologists making purchase decisions has increased from 44% to 59% over the past 3 years.
   - **Orthopedic Surgeons**: Orthopedic surgeons, cardiologists, and experienced physicians have a higher reliance on sales reps as their source of information.

2. **Use of Clinical Tools**
   - **Use of Metrics and Management Tools**: The percentage of physicians considering the use of metrics and management tools has doubled from 30% to 60%.
   - **Use of Clinical Protocols**: The percentage of physicians considering the use of clinical protocols has more than doubled from 36% to 72%.

3. **Decision Criteria**
   - **Non-Surgical Physicians**: The percentage of non-surgical physicians considering the quality and reliability of products has increased from 42% to 86%.
   - **Surgical Physicians**: The percentage of surgical physicians considering the quality and reliability of products has increased from 48% to 86%.

4. **Payment Models**
   - **Risk-Based Payment Models**: The percentage of physicians considering risk-based payment models has increased from 49% to 77%.
   - **Value-Based Reimbursement**: The percentage of physicians considering value-based reimbursement has increased from 57% to 82%.

5. **CARE DELIVERY**
   - **Care Delivery - Road to Systemization**: The percentage of physicians considering the integration of care delivery has increased from 59% to 81%.
   - **Manufacturer's Brand Reputation**: The percentage of physicians considering manufacturer's brand reputation has increased from 39% to 72%.

6. **Importance of Sales Reps Specialty Wise**
   - **Cardiac Devices**: The percentage of physicians considering sales reps as their specialty source of information has increased from 4% to 36%.
   - **Orthopedic Devices**: The percentage of physicians considering sales reps as their specialty source of information has increased from 7% to 77%.

7. **Outcomes**
   - **Lowest Price**: The percentage of physicians considering lowest price has increased from 26% to 63%.
   - **Clinical Evidence**: The percentage of physicians considering clinical evidence has increased from 36% to 86%.

8. **Safety**
   - **Reputation for Safety**: The percentage of physicians considering reputation for safety has increased from 30% to 82%.
   - **Use of Clinical Protocols**: The percentage of physicians considering the use of clinical protocols has more than doubled from 36% to 72%.

9. **Decision vs. Price**
   - **Decision vs. Price**: The percentage of physicians considering decision vs. price has increased from 24% to 27%.
   - **Price vs. Price**: The percentage of physicians considering price vs. price has decreased from 48% to 21%.

As healthcare marketers, understanding these trends and shifts in the industry is crucial for developing effective marketing strategies. lakeb2b.com