THE CURRENT LANDSCAPE OF HEALTHCARE MARKETING

Insights into the challenges of the US healthcare market from the Medical Device Industry

As the healthcare industry evolves, there are many organizational improvements and enhancements of marketing strategies to offer value to stakeholders. The current landscape of healthcare marketing presents a shift in doing various dimensions such as cost consciousness, decision making and purchasing power, decision criteria, source of information, and ROI. In this infographic, the use of technology tools to measure clinical effectiveness, payment models and measures of success.

As healthcare marketers you need to keep up with changes in the industry to help you understand your target market better, don't sales-only each dimension in detail.

COST CONSCIOUSNESS

% of Procedures Who Feel Responsible for Controlling Healthcare Costs

In the past 10 years, the percentage of physicians who state they have personal responsibility of controlling costs has more than doubled.

Opportunities that Procurement Officers Consider for Savings on Devices

PURCHASING DECISIONS

Decision Making and Purchasing Power of Surgeons over Procurement Officers

40% surgeons state that the reason for not using a product is not supported based on reimbursability in their hospital.

In past 3 years, the percentage of surgeons who state that their procurement officers make most of the purchasing decisions on devices and tools has doubled.

What Surgeons and Procurement Officers Consider Important When Making Purchase Decisions of Medical Devices

Decision Criteria of Non-Surgical Physicians

SOURCE OF INFORMATION

Source of Information Influencing Surgeons, Procurement Officers and Physicians to Change over 5 years

ROLE OF SALES REPS

Importance of Selling Specialty Rep

In the past 3 years...

The percentage of physicians who consider sales reps as the key source of information has decreased from

56% to 41%.

The percentage of physicians who consider pharma sales reps as their key source of information has decreased by

27%.

The percentage of surgeons who consider sales reps as their key source of information has decreased from

59% to 48%.

Reason:
Orthopaedic surgeons, cardiologists and interventional physicians have a higher reliance of sales reps as their source of information.

USE OF TECHNOLOGY

5 Learnings Can Be Measured Based Upon Use of Technology by Physicians in the Past 3 Years

Clinical Innovations Suggested by Surgeons

Metrics Used by Physicians to Track Performance

PAYMENT MODELS

Types of Alternative Payment Models

In management-led organizations, adoption of new payment approaches has increased to 69% compared to physician-led organizations where it has increased to only 45%.

CARE DELIVERY

Care Delivery - Aiming Optimization

Care delivery has evolved from independent physician based practices to integrated care delivery, to an integrated and systemized management model.

5 Mil in Care Delivery

Sources:
Bain Front Line of Healthcare Survey, 2015
VEI Consultant

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