As healthcare marketers you need to keep up with changes in the industry. To help you understand your target market better, let's delve into each dimension in detail…

**Opportunities that Procurement Officers Consider for Savings on Devices**

- **Device Procurement**
  - Trade shows
  - Manufacturer's brand reputation
  - Reimbursements from third-party payers
- **Device Usage**
  - Cost
  - Manufacturer websites
  - Clinical trials

**Metrics Used by Physicians to Track Performance**

- **Drug Therapy**
  - Cost
  - Manufacturer websites
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- **Device Therapy**
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**Expected Use of Advanced Clinical Tools By Physicians in the Next 2 Years**

- **General**
  - Telemedicine
  - Remote patient monitoring
  - Electronic medical records
- **Cancer**
  - Telemedicine
  - Remote patient monitoring
  - Electronic medical records
- **Orthopedics**
  - Telemedicine
  - Remote patient monitoring
  - Electronic medical records

**PAYMENT MODELS**

- **Types of Risk-Based Payment Models**
  - Population health management
  - Accountable care organizations
  - Bundled payments

**CARE DELIVERY**

- **Care Delivery - Road to Systemization**
  - Independent Integrated
  - Merger & acquisition
  - Partnership

**Clinical Innovations Suggested by Surgeons**

- **Upcoming clinical innovations**
  - Advancements in microlaparoscopy
  - Reusable surgical instruments
  - Improved laparoscopic video equipment
- **Disease**
  - Cardiovascular disease
  - Neurological disease
  - Oncology
- **Other**
  - Endocrinology
  - Nephrology
  - Neurology

**Sources of Information Preferred by Surgeons, Procurement Officers and Physicians (% change over 3 years)**

- **Surgeons**
  - Patient records
  - Personal knowledge
- **Procurement Officers**
  - Trade shows
  - Manufacturer websites
- **Physicians**
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**Decision Making and Purchasing Power of Surgeons over Procurement Officers**

- **Decision Making**
  - Use of clinical tools
  - Use of risk-based management tools
- **Purchasing Power**
  - Focus on outcomes
  - Use of evidence-based medicine

**Role of Sales Reps**

- **Reps**
  - Patient adherence initiatives
  - Wellness programs
- **Compliance**
  - Patient safety
  - Patient satisfaction

**Use of Clinical Tools**

- **General**
  - Bone glue
  - Patient-specific, cost-effective implants
- **Orthopedics**
  - Bone glue
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- **Cardiac**
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**Sources of Information**

- **Top Source of Information**
  - Manufacturer's brand reputation
  - Personal knowledge
- **Other Sources**
  - Accreditations
  - Patient satisfaction

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