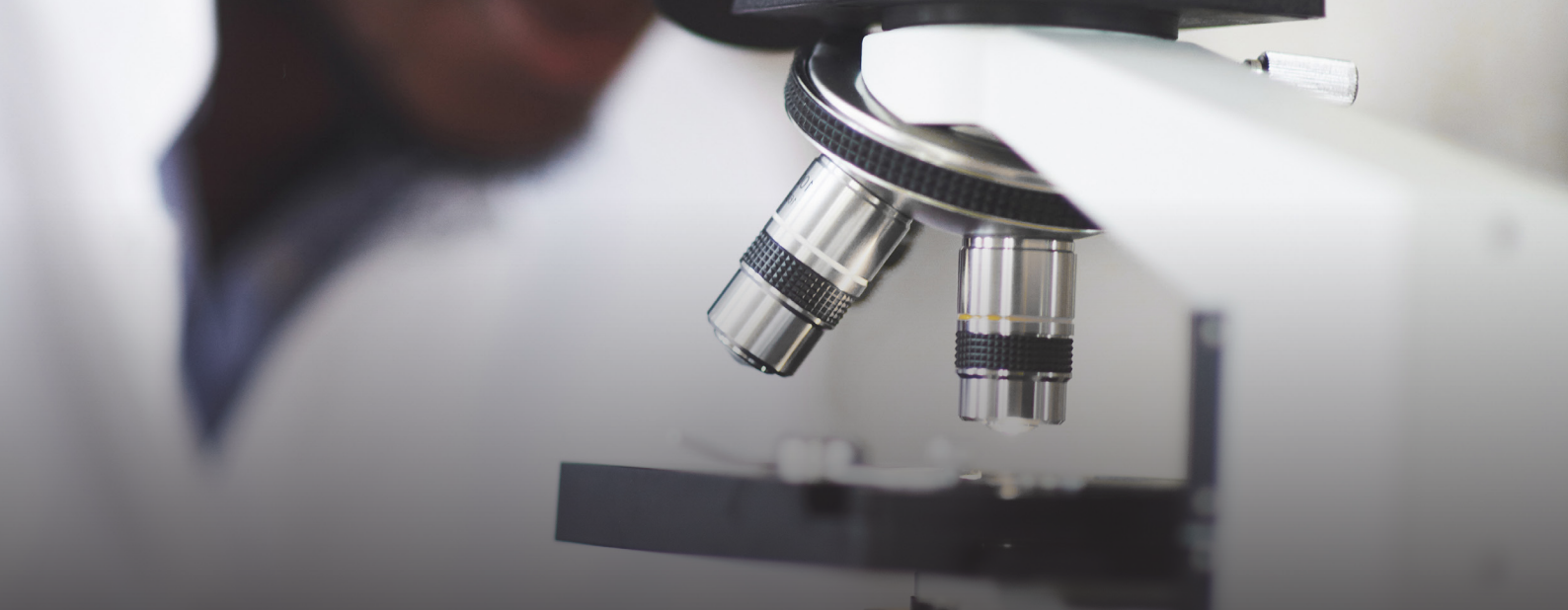




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CUTTING  
THROUGH  
COMPLEXITY  
*in the medtech market*





**Medical device manufacturers and distributors operate in a highly complex environment. Those who manage to cut through this complexity are able to market and sell more effectively and efficiently to them. We look here at the pivotal role CRM plays in making this happen.**

# THE FOG OF COMPLEXITY

**The key challenge faced by businesses in this industry that sell to physicians is that while it is physicians who use their products - surgeons performing procedures, implanting devices and so on - it is the buyers at hospitals who typically place the orders.**

This fundamental disconnect between who uses the product and who buys it presents challenges. On one hand these are practical. Typically, physicians will have privileges to work across multiple hospitals, and buyers may represent several hospitals, which may not be the same as those the physician is associated with. So suppliers need to match orders to specific buyers, physicians, and where they may be using their devices. In a sector where regulatory compliance is so critical, and where human health is at stake, equipment vendors cannot afford to make mistakes.

There are also significant challenges for the sales and marketing teams. Physician and hospital buyers will have different needs, and medtech businesses aim to deliver different messages to each audience. Within this there is further granularity with medtech marketers and salespeople needing to consider the perspectives of the physician's staff and partners. It is vital for sales reps to have full visibility of these relationships so they can easily find out if their discussions with a physician resulted in an order.

To add another layer of complexity, those salespeople are often manufacturers reps rather than payroll employees. These reps typically bring a high degree of specialist technical knowledge and extensive contact books, so are a highly valuable asset to the team. Yet this poses questions such as: How to onboard them? How to ensure they have the right documentation to operate in a heavily regulated sector? How to keep them up to date with the pipeline? And how to get a clear view of what and where they are delivering sales?







# CRM CUTTING THROUGH

**A growing number of medtech businesses are discovering that implementing a CRM platform is the way to cut through this complexity.**

Quite simply, CRM allows businesses to map the eco-system. It gives them a single view of each customer - all the touchpoints within it, all the contacts the business has had with it, and all the orders each customer has made.

This enables the sales team to manage pipeline more effectively. They can see up-to-the-minute information on which physicians they and their colleagues are speaking to and which hospitals those physicians have privileges at. This informs which hospital the buyers should focus on.

They know exactly when colleagues have made contact – even if those are on the road reps - so they can optimize the timing of their approaches. And the CRM platform gives them visibility of which products a physician or hospital buyer already has, allowing them to offer complementary products or new updates.

Medtech firms can gain even greater benefits from their CRM platform by using it as a sales management tool. For example, they can identify geographical gaps in sales. They may believe a rep is covering three states but if all sales come from just one state, they can look at why this is occurring - Is there enough data for the other two states? Is a competitor out-performing? Is it too much workload for one rep?



# MORE THAN SALES

**It's easy to see how all this has a positive impact on sales, but the most advanced medtech businesses are using their CRM platforms for far more than simply sales.**

CRM enhances marketing; if a company sees a certain product is selling particularly well in one region, or at a certain time, it can double down on marketing that product. It can draw out insights from salespeople and feed this back into the CRM to help shape marketing messages.

CRM also enhances customer support; capturing customer feedback in one place, ensuring queries are dealt with in a timely fashion, building an understanding over time of the support needs of specific customers, and tracking key milestones like contract renewals and planning appropriate actions. It also allows them to automate processes and map out workloads, making the entire customer support function far more efficient.

Finally, CRM provides highly valuable information for the leadership team. It gives them an overview of the entire business process, helping them manage capacity, ensure functions collaborate effectively, and ultimately make the decisions that drive profitability.

# PICKING THE RIGHT SOLUTION

Given all these potential benefits, it is little surprise that so many medtech businesses are exploring CRM platforms. For these businesses taking their first steps into this new world, the right choice of platform is critical. While most CRM platforms map one-to-one relationships, most of them, including the market leaders, cannot provide an elegant solution for mapping many-to-many relationships because of the underlying technology they employ. Workbooks was built from the ground up to provide this many-to-many capability and so is a popular choice for many medtech businesses.

**Workbooks is designed specifically to enable organizations to cut through complexity. Medtech suppliers that succeed in finding that clarity from complexity will be well placed to thrive in this fast growth market.**

