

# Medtech Marketing: rethinking customer engagement

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**"Your brand is a story unfolding  
across all customer touchpoints."**

**Jonah Sachs**

# AGENDA

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- Audience segmentation and insight
- Product and brand value propositions
- Mapping the customer journey
- Reaching the customer with the best tools
- Engaging influencers & early adopters

# 1. AUDIENCE SEGMENTATION & INSIGHT

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Gone are the days of the doctor or even the fee payer as sole decision-maker. Medtech companies need to address a complex matrix of influencers, each with their own unique needs and objectives

Many doctors don't have a fixed desk - they are mobile first

It takes up to 9 months for a sales rep to get up to speed with a product line (Qvidien)

60% of millennial identify themselves as being tech geeks (Imgur)

Investors need to be wooed as you might woo a lover (Websummit)

Group  
purchasing  
organisations

VCs

Insurers &  
other payors

Patients

Doctors &  
Physicians

# PRODUCT

EMA/MHRA/  
FDA

Regulators

Distributors &  
Sales reps

Hospital  
admin

Nurses

# 1. AUDIENCE SEGMENTATION & INSIGHT

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A single, blanket approach is less appropriate than ever before. Treat each audience group as a separate entity, gather customer insight and create persona profiles

## Interviews & focus groups

Online questionnaires (Survey monkey, Typeform), face to face interviews and focus group discussions

## Desk research

Competitor research, patient and user forums and blogs

## Analytics

Web traffic behaviour (Google Analytics); Social media behaviour (Social analytics) and search behaviour (Google Adwords, Moz, SEMRush)

## Social Listening

What patients, users etc are saying about the medical condition, diagnosis and treatment. Tools: Buzzsumo, Google Alerts, Sysmos



ASK CUSTOMERS WHAT FEATURES THEY WANT IN YOUR PRODUCT

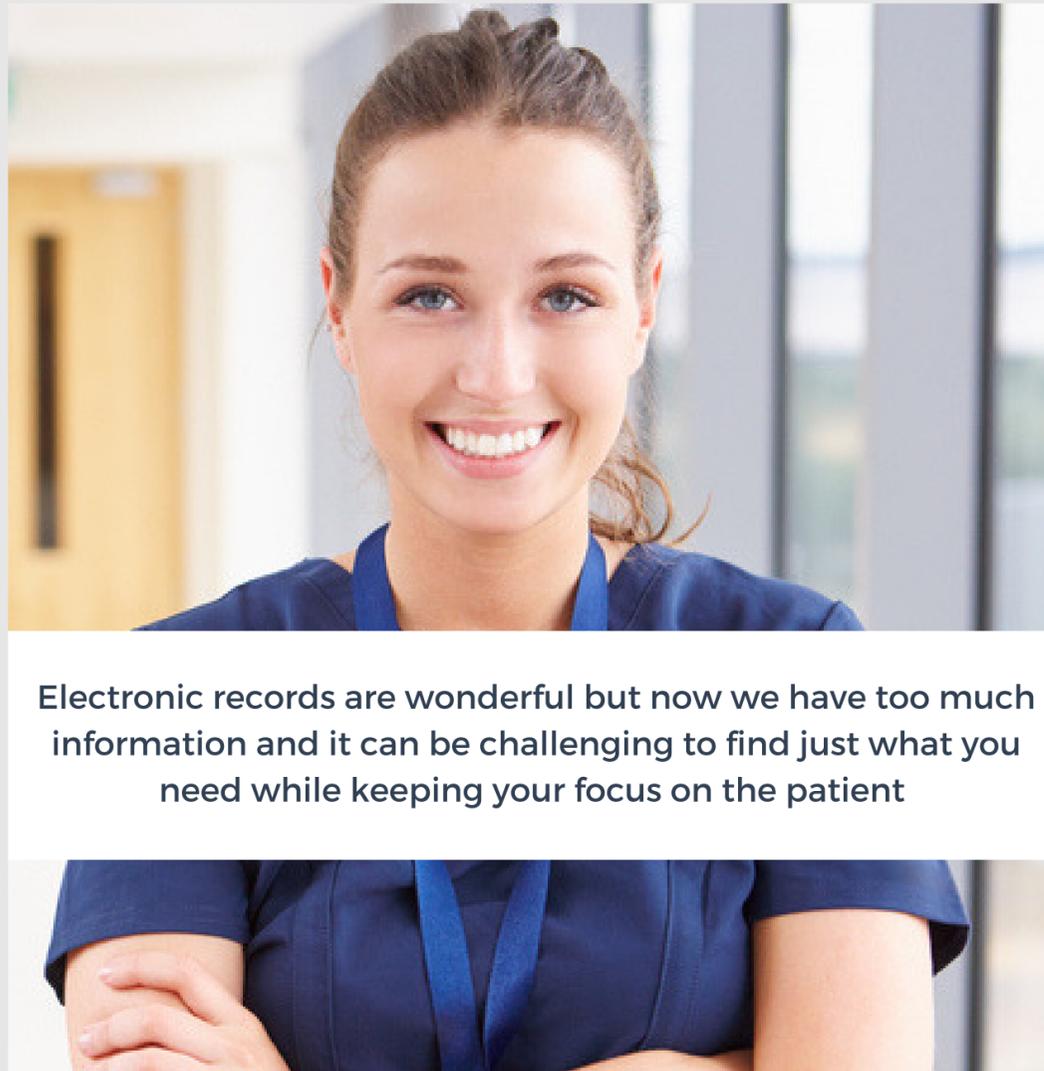


ASK CUSTOMERS WHAT OUTCOMES THEY WANT FROM USING YOUR PRODUCT

**"Obsess about the customer"**  
**Jeff Besos**

# 1. AUDIENCE SEGMENTATION & INSIGHT

## CAREGIVER CLARE



Electronic records are wonderful but now we have too much information and it can be challenging to find just what you need while keeping your focus on the patient

### SUMMARY

Female, 31 years old  
Clare's been a nurse since graduating in 2006. Salary: 24k  
She works 40+ hours every week seeing 15-20 patients every day.  
She's dedicated and happy as a nurse, but wishes there was more time spent caring for patients and less time reviewing info and record-keeping, especially in front of patients.

### GOALS

Provide the best patient care, while keeping accurate records.  
Have a trusting and positive relationship with patients  
Monitor and treat patients efficiently and effectively  
Move from patient to patient effectively while refreshing herself on each patient's status before entering their room

### FRUSTRATIONS

Time management and scheduling  
Documenting patient visits while remaining attentive  
Information overload

### A DAY IN THE LIFE

Clare starts every day with a change of shift meeting. She needs to learn from the nurse on the last shift about any updates for each patient in her care. She then does a set of rounds, to check-in with each patient, assess vital signs and learn of any new symptoms. It's important to check-in often with patients to build a relationship and her role in gathering accurate information requires patients to trust her judgement. During each patient visit, she's required to digitally document the interaction, including any symptoms and measurements. Each room has its own computer, which makes it easy to view and add patient information, but with lengthy medical history available – there's a lot of potentially relevant information to sift through. She needs to see what's relevant to her now. As she talks to the patient and types, she worries that the computer creates a barrier between her and the patient. She needs input to be quick and accurate but more subtle. Based on rounds, she decides on the rest of the day according to who needs medication administered (and when), any dressings to change, or close monitoring, etc. She makes sure to get any approval needed to treat patients from the doctors on staff.

**KEYWORDS:** Caring, efficient, accurate, trust, documentation, information

**TECHNOLOGY USE:** Confident user. Main devices: desktop computer; smart phone: email and calendar, medical dictionary

# 1. AUDIENCE SEGMENTATION & INSIGHT

## PAM PATIENT



My health worries me. I know I need to get it all back on track, but I really don't know how.

### SUMMARY

Female, aged 44.

Pam works as a medical admin in Manchester.

She is divorced with three children. She likes to walk but only manages to go every few weeks.

She is overweight, a smoker and AFib.

### GOALS

Have a sense of control over her heart health

Lose weight, stop smoking and feel healthy overall

### FRUSTRATIONS

Erratic heart rhythms scare her from getting physical activity

Busy lifestyle presents hurdles for eating better and having time to exercise

### NEEDS

Motivation to workout

Assurance that her heart is safe

Support eating better and quitting smoking

### PAMELA'S STORY

Pam was diagnosed with atrial fibrillation (Afib) a few years ago. She has episodes where her heart beats erratically, and it makes her feel faint and nervous.

She's overweight by 30 pounds, smokes 20 cigarettes a day and eats lots of fast food and microwave meals. She's been told by her cardiologist that she needs to get into a routine of walking regularly, stop smoking and eat more fresh fruits and vegetables. She's scared of working out because she worries about her heart.

She's also a busy single mother, raising three kids. It's tough for her to avoid fast food and manage her time. She cares about her health, but often feels her health condition is overwhelming and that worries her more.

**KEYWORDS:** Unhealthy habits, smoker, busy, apprehensive, AFib

**TECHNOLOGY USE:** Reasonably confident user. Main devices: old desktop computer at home; smart phone: email and calendar, social media apps



## 2. PRODUCT & BRAND VALUE PROPOSITIONS

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Set out your brand values, product value propositions and messaging to feed into the **ACTUAL** customer experience.

Don't assume you know – research from the ground up.

## 2. PRODUCT & BRAND VALUE PROPOSITIONS

SEGMENT	BRAND VALUES	PRODUCT & SERVICE VALUE PROPOSITIONS	SEGMENT	BRAND VALUES	PRODUCT & SERVICE VALUE PROPOSITIONS
<b>VCs</b>	Disruptive, trustworthy, expert	X device will shake up how hospitals treat Y by reducing costs, decreasing hospital stay times and improving patient outcomes	<b>Doctors / Physicians</b>	Clinically excellent, innovative, collaborative	X is a clinically proven, innovative device that is easy to use, delivers great results, reduces treatment time but increases patient satisfaction
<b>Patients</b>	Trustworthy, expert, straight-talking	X is a beautifully simple yet supremely clever and effective device can improve your short/long-term quality of life by Y with minimal discomfort	<b>Distributors / Sales reps</b>	Supportive, efficient, straight-talking	X device helps save money, time and deliver better results. Administrative issues are dealt with quickly and the product benefits are clear
<b>Hospital management</b>	Clinically sound, reliable, efficient cost-effective	X device achieves reliable, cost-effective health outcomes across Y patients in less time without unnecessary frills. Excellent customer service.	<b>Insurers</b>	Clinically sound, reliable, long-term cost-effecticiency	X device achieves reliable, cost-effective health outcomes across Y patients in less time without unnecessary frills. Positive long-term impact

### 3. MAPPING THE CUSTOMER JOURNEY

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- Following customers on their journey allows us to identify the many touchpoints where they connect with a company.
- Each customer group has their own unique journey – and this can be used to plan marketing strategies and tactics as well as inform product R&D.
- Above all: the customer experience and journey should be planned, not left to chance.

# 3. MAPPING THE CUSTOMER JOURNEY

## DIAGNOSIS

## TREATMENT & MANAGEMENT



Receive diagnosis and package

Research condition and treatment

Take medication, do exercises

Share experiences. Keep digital journal

Go to check up



Make diagnosis and introduce treatment, input into system

Direct information about new treatments to patient. Contact patient if any decline in health or sign of potential complication



Take vital signs and listen to needs and preferences. Set up patient profile

Monitor patient's progress & contact patient when they should revisit doctor



## 4. REACHING CUSTOMERS WITH THE BEST TOOLS

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- Consider how at each touchpoint the customer has with the company, the customer experience can be enhanced. Be helpful. Add something.

## 4. REACHING CUSTOMERS WITH THE BEST TOOLS



### DIAGNOSIS

Receive diagnosis and package

Website, patient materials, patient testimonials

Research condition and treatment

Website, SEO & paid search, social media, content marketing, PR & patient forums

### TREATMENT & MANAGEMENT

Take medication, do exercises

Patient app, Email marketing, Push notifications, Social media, Gamification, Content marketing

Share experiences. Keep digital journal

Patient app, social media, Patient forums, Live digital events, Live real world events

Go to check up

Customised report and updated treatment plan (App)

Videos, interactive  
storytelling solutions,  
presentations

Interactive 3D models

Brochures, flyers, posters

Websites, content  
marketing, webinars  
& blogs

Social media

Email marketing

SEO and paid search

PR, Scientific & trade  
articles

Scientific presentations &  
posters

Key opinion leader  
endorsement / Patient  
testimonials

Advertising (online &  
offline)

Symposiums &  
continuing education  
courses

Event marketing

Patient education  
materials

## 5. ENGAGING INFLUENCERS & EARLY ADOPTERS

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- Gain initial traction with early adopters and influencers
- They can help you to address challenges – in the product, the business model, reimbursement or even the value propositions and messaging
- They can act as brand ambassadors to endorse your product/business and build credibility - amplifying your message with new customers
- Look to: academic/teaching hospitals; leading-edge practices; social media; Buzzsumo; Twitter; patient forums

"You've got to start with the customer experience and work backwards to the technology" Steve Jobs

Thank you

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