

Naviguer dans le système hospitalier avec une nouvelle technologie : comment réussir

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Keir Surgical

- Incorporated in 1923 in Vancouver
- Representation across Canada
- ISO 13485:2003 Quality Management System Certified
- Expertise in the areas of surgical instrumentation and surgical robotics, instrument repair, illumination, containerization processing supplies, and sterilization monitoring
- Specialties covered include General Surgery, OB/GYN, Orthopedic, ENT, CVT, Plastics, Neurosurgery, Urology, Ophthalmology, and Endoscopy



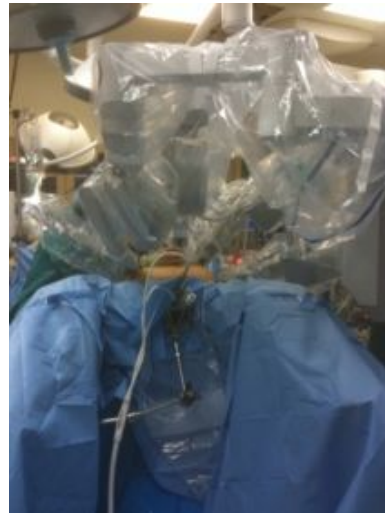
Success factors for new technology

A product is new technology when:

- it is unique and changes the current hospital procedures

Product is unique

A new technology is unique in the market and can significantly change the methods of care - robotics is a good example.



**Da Vinci and ViKY
systems**

Success factors for new technology

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- it is unique and changes the current hospital procedures
- it reduces hospital costs

Reduce Costs

A new technology can significantly reduce costs for a hospital centre – either by introducing new technology to an older product or introducing a completely new concept.



ChromaLume Light Source

Success factors for new technology

A product is new technology when:

- it is unique and changes the current hospital procedures
- it reduces hospital costs
- it produces positive patient outcomes

Improving Patient Outcome

A new technology can sometimes significantly modify patient outcomes such as increasing survival rates, decreasing infection rates, reducing side effect or surgical risks.



**Ultrasonic Aspiration &
BoneScapel**

Success factors for new technology

A product is new technology when:

- it is unique and changes the current hospital procedures
- it reduces hospital costs
- it produces positive patient outcomes
- it affects the stature of a hospital centre

Affecting the stature of a hospital

A new technology can often affect the stature or the reputation of a hospital.

Improving the stature of a hospital centre will lead to peer-to-peer discussion and upgrade the attractiveness of the facility in the medical the community.

Important question to ask...is stature defined by the hospital centre, the peers or is it marketing driven?

The hierarchy of success factors



New technology – a challenge!

Selling new technology in hospital centers
in 2010 can be a challenge...

WHY?

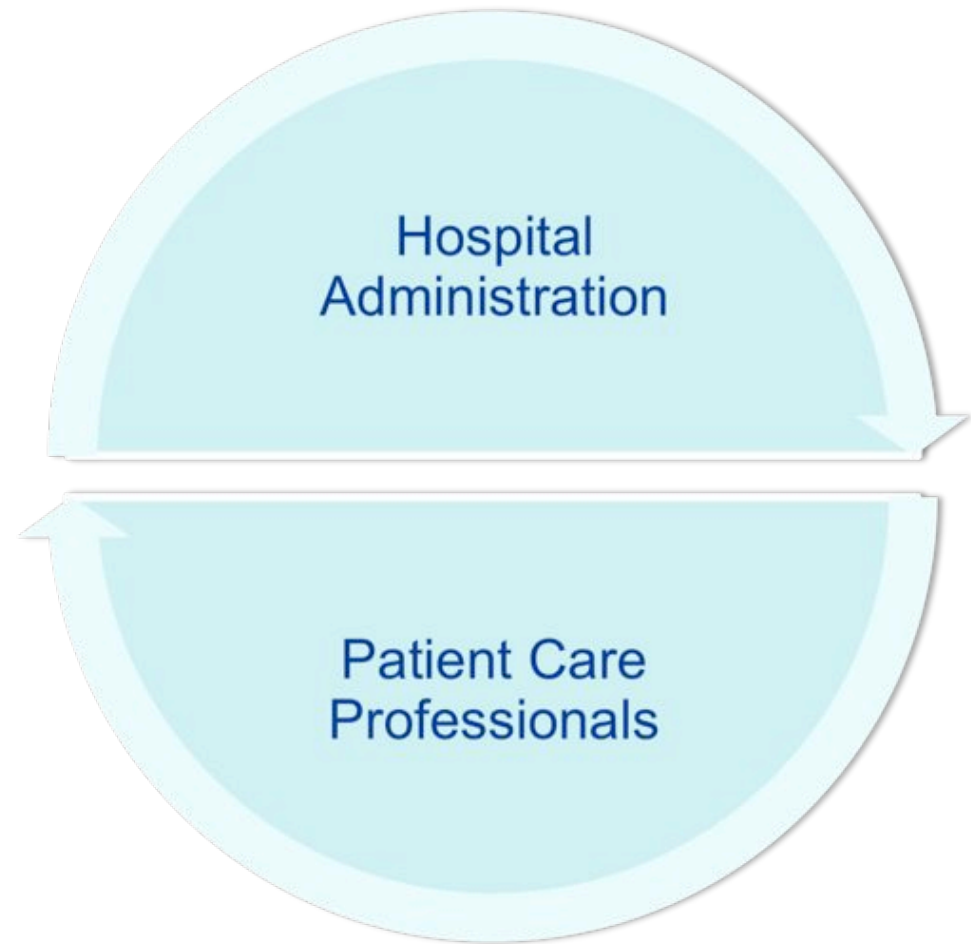
Because it is about
change

Health Care Centers in 2010

Years ago...



Today...



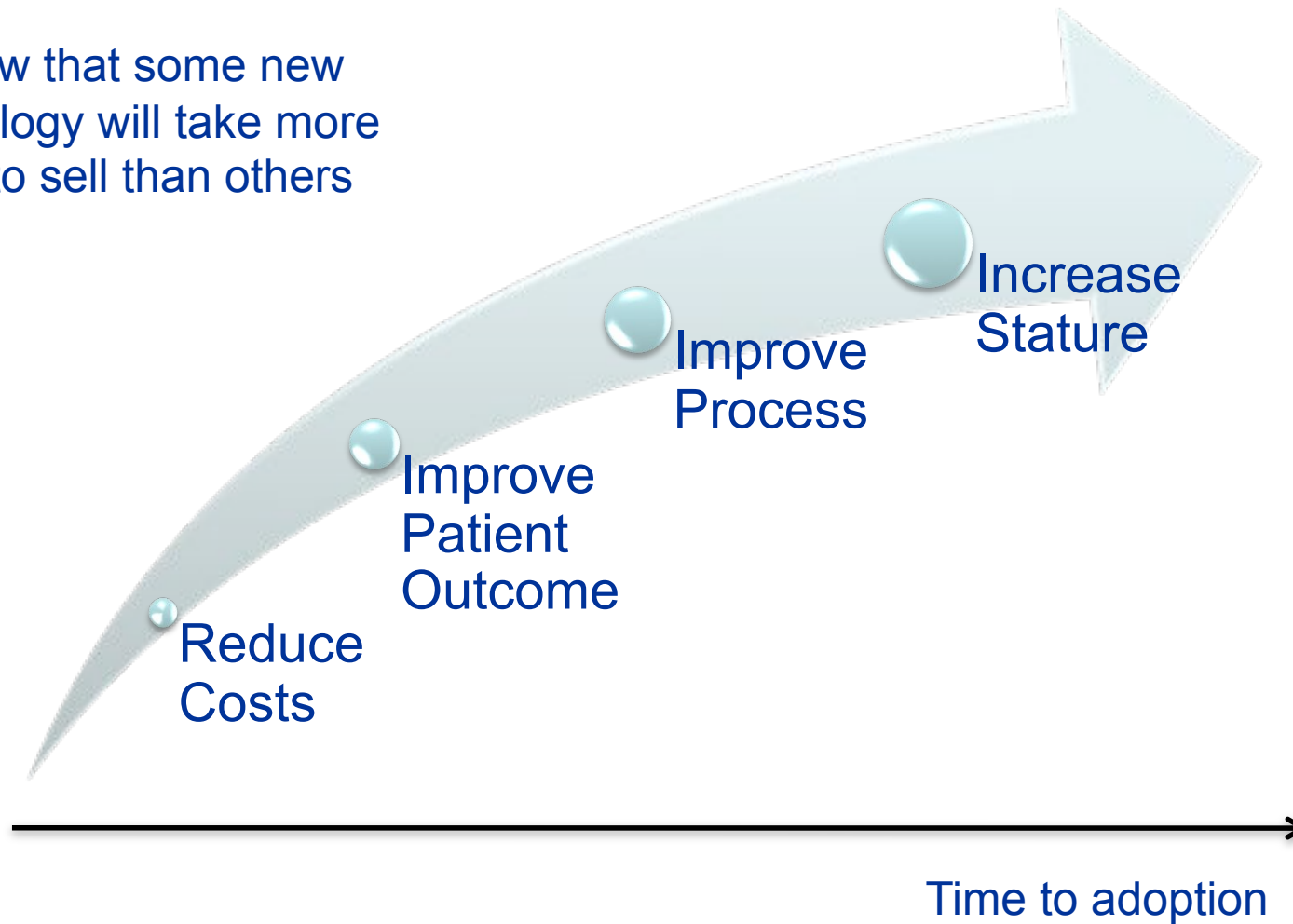
To succeed or not to succeed

Success in 2010 and going forward...

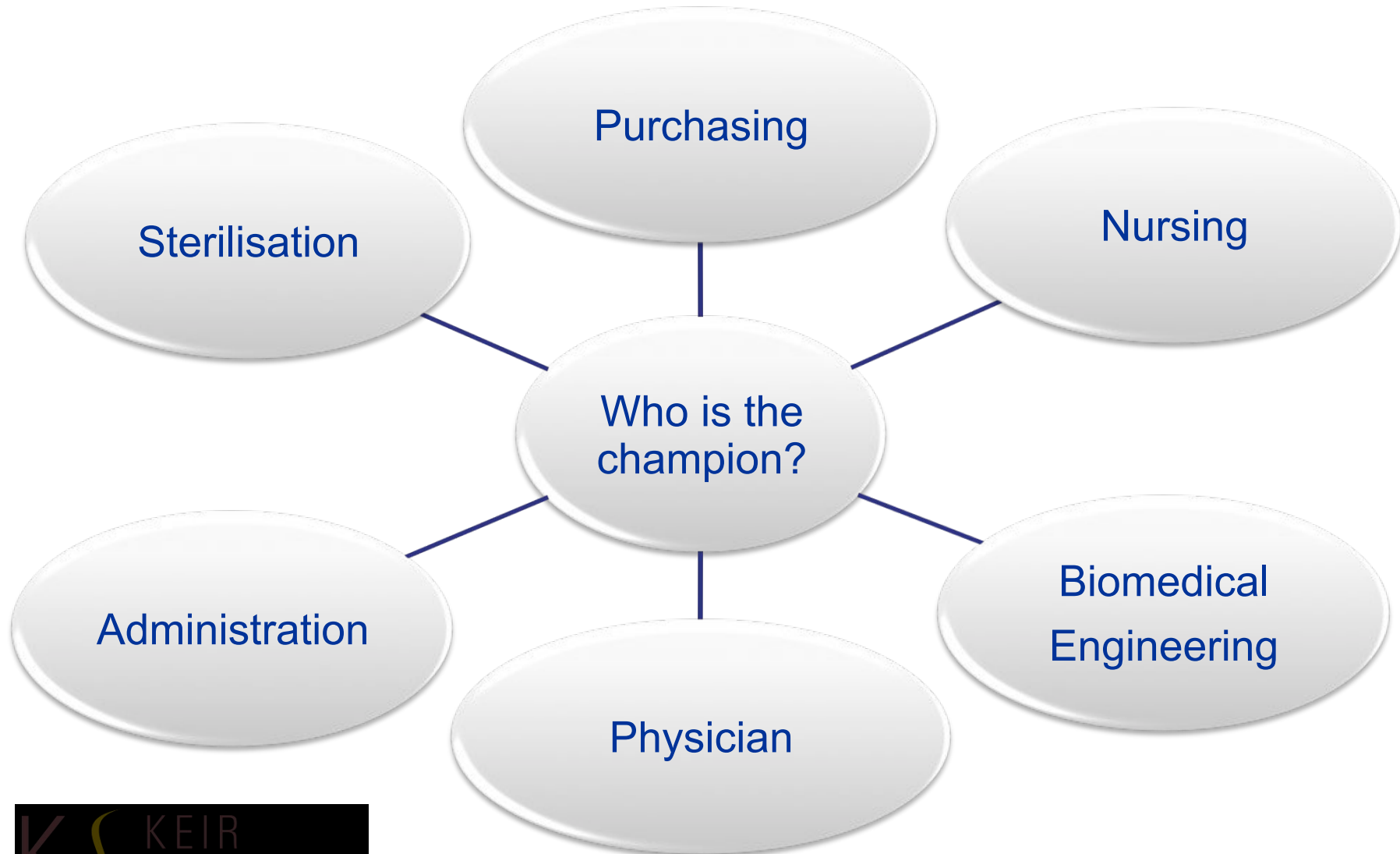
- need presence of at least 1 of the 3 success factors
- must have a very clear identification of the features and benefits of the product
- must have a sales team that understands today's realities of selling new technology in a hospital
- must have a sales model that meets today's demands

As a Sales Manager...

I know that some new technology will take more time to sell than others

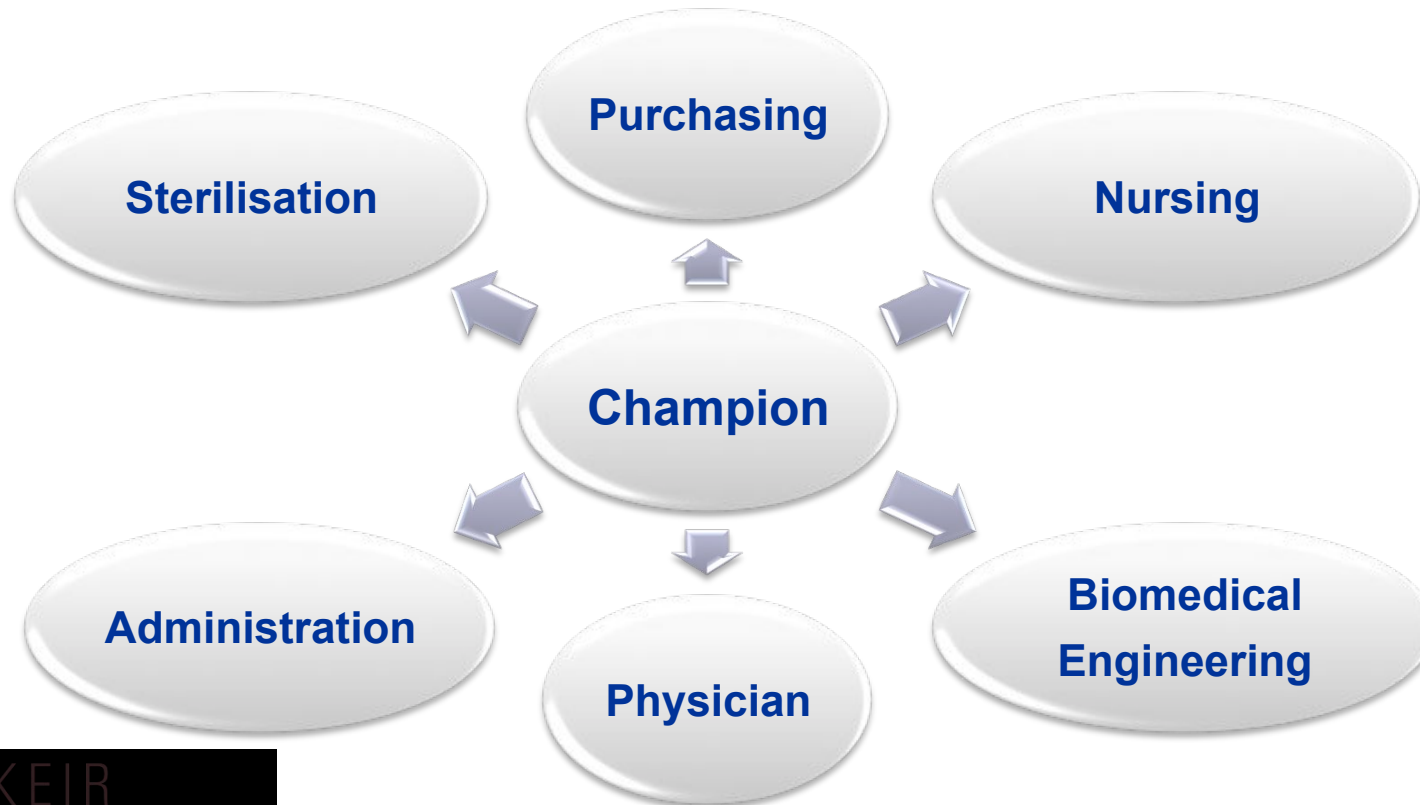


So how to navigate successfully?



The Champion

The champion is the one person or group of persons who will push the new technology to all players in the mix.



Next steps to success

- leverage the relationship with the champion
- provide 100% support to the champion
- follow the leader – the champion should be a leader (if not – wrong champion, look again)
- is there money?
- if new technology is as good as features & benefits, evaluating the product is easy
- close – the most important part of the entire sales cycle

Conclusion

- This presentation has been a very simple outline of the important requirements to selling new technology in today's hospital systems.
- Make sure the products either reduce costs, improve patient outcome as well as processes and possibly, gives the hospital improved stature.
- We can provide literature, studies, KOL, etc...but nothing will ever replace **the champion or the raving fan** and a solid sales organisation.