

Increase commercial effectiveness with strategic outsourced solutions

Today's world post COVID-19 is one that bears little resemblance to the world we once knew, the pandemic has done much to disrupt traditional market dynamics whilst accelerating trends in the MedTech environment.

AUTHOR: Alex Kypriotis, Global Business Development Director

With innovation and the medical demand for technological improvements moving at an ever-increasing rate and with regulatory burden moving in parallel, MedTech organisations are under more pressure to re-examine their current and GTM strategies or devise sophisticated ways at growing and competing in what is continuing to be a turbulent period.

The notion of outsourced solutions that can yield timely commercial access with competitive or first mover advantage whilst mitigating risk is without a doubt an attractive one.

For the organisation in today's market, there would be a requirement to build an infrastructure that can identify high priority customer targets and enable physical or

a hybridised and flexible deployment of resources to differentiate themselves, establish presence as best in class whilst building user experience with dedicated customer support.

Building a new commercial infrastructure or piloting a new initiative is a distraction from daily business for most, let alone an infrastructure that can deal with current market dynamics and their complexities. It requires flexibility, high commitment, strategic planning and more importantly timely and critical execution.

Strategic outsourcing of in-field or operational activities is not a new one and while this model has historically been more accepted and commonplace in the pharmaceutical segment, medical device companies are realising the benefits of exploring and leveraging outsourced commercial sales, customer support, strategic insights, and marketing capabilities (Figure 1).

Figure 1: Benefits of outsourcing



IQVIA MedTech is a global leader in the supply of bespoke outsourced and integrated solutions with proven success delivering cost-effective solutions to large and small MedTech manufacturers in more than 60 countries worldwide.

Through IQVIA MedTech, organisations benefit from access to specialised capabilities and solutions that provide an innate amount of flexibility and mitigate risk whilst allowing companies to pilot successful temporary or long-term initiatives, to fill resource gaps and all this without the associated immediate high costs and permanent investment.

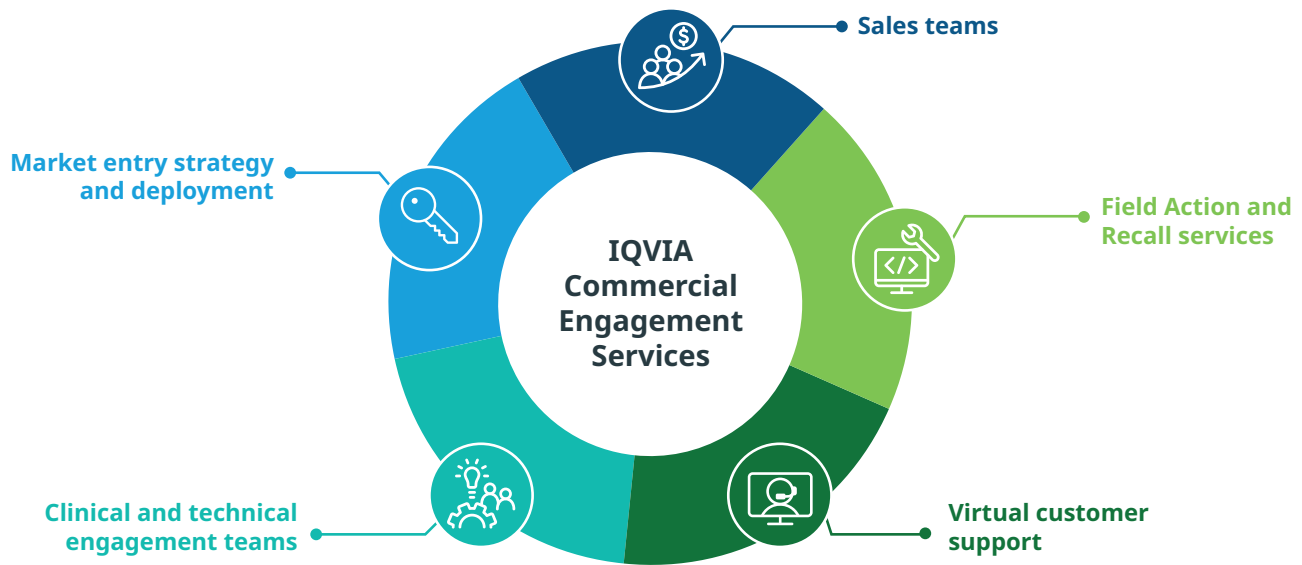
Underpinned by unrivalled market insights and consultative approach, the financial and legal burden is minimised when strategic outsourcing is applied to a business' operations but more importantly, this model

allows many organisations to maintain core business, nurture emerging business and to create genuinely new opportunities that would be challenging to realise via traditional operational plans.

Today, many organisational leads are finding themselves in deeper discussions on the most appropriate way to navigate the post pandemic commercial landscape, design and execute an effective commercial strategy and on how to engage with and support health care practitioners and their patients' whilst remaining competitive and aligned to their objectives for growth.

More and more, organisations are exploring on how to maximise commercial effectiveness but with the flexibility to mitigate the post-COVID fallout and seize opportunities through strategically outsourced commercial solutions.

Figure 2: IQVIA MedTech Commercial Engagement Solutions



Commercial Effectiveness: Utilising IQVIA MedTech, a qualified commercial services partner that has launched hundreds of products in >15 therapeutic areas globally can accelerate and maximise critical operational launch activities.

Access to specialised capabilities: IQVIA MedTech offer invaluable expertise in various niches in the market allowing organisations to leverage IQVIA's extensive HCO and HCP data assets for effective segmentation and targeting, for market research, market sizing, sales

force or service support sizing and product or clinical education exercises.

Flexibility: With market forces and with regulatory and compliance pressure on the increase, the ability to compete successfully is dependent on organisations having to balance current business operations with the launch and management of product portfolios and the opportunities it can bring, with the flexibility to pivot at short notice. By outsourcing some operations to IQVIA MedTech, organisations can deploy, re-deploy, ramp

up and down activities or change tact at short notice to compete effectively whilst keeping the burden of staffing costs optimised and remaining compliant with local employment regulations whilst mitigating risk.

Innovative Technologies: Opportunities exist to access and leverage advanced CRM technology and customer engagement platforms through a highly competent partner, without the requirement for new internal investments.

What are some of the frequently applied commercial solutions that would benefit organisations?

- Hybrid Sales Reps supported by built-for purpose technology and state-of-the art training
- Information-Enabled Agile Deployment
- Field Resources that complement sales or awareness activities that can be managed by IQVIA MedTech or by the organisation directly, for example:
 - » Virtual pre-sales, sales & post-sales engagement
 - » Clinical educators & patient support programmes
 - » Remote patient support activities
 - » Direct to patient education & marketing
- Field Employee Relations expertise

Some of these solutions can help MedTech organisations address the following barriers to entry or the ability to compete effectively:

- How do I decide when and where to deploy, re-deploy and scale up or down operations as the situation evolves?
- How do I create the right policies to protect public safety and employees while meeting business needs in national or international markets?
- How do I gain access to HCOs and keep HCPs engaged when I have little or no face-to-face access?

As discussed, the current commercial landscape is evolving at a rapid and ever-increasing pace with the endpoint still unclear.

Hence, access to an experienced partner for the MedTech community for product commercialization and support to build an effective sales team and build brand awareness and/or push the boundaries of clinical practice is proving attractive and becoming ever more commonplace.