Korcomptenz

Empowering the MedTech Industry to Enable a Next-Gen Care experience

Many virtual health solutions are focused on increasing convenience and access for patients, but there is also significant potential to improve cost and outcomes. Enhance patient and provider experience with solutions that **#FocusOnYou.**

The Rich Opportunity for Medical Device Manufacturers

Today's world is powered by advanced artificial intelligence, from movie recommendations on our favorite streaming platforms to cars that alert us when there is someone in our blind spot, computers make humans more capable and informed. We find that digital technologies are disrupting almost every industry, business models are being transformed to serve evolving global needs and shifting demands by connecting people, enabling cross-industry collaboration, and bringing holistic, end-to-end value to both product and service innovation.

The landscape of medical device industry is also undergoing digital transformation which has prompted manufacturers to rethink their roles in the healthcare system. The medical device industry has an opportunity to take advantage of the following key pillars to position themselves for future growth.

There are four key pillars to a successful digital transformation strategy in the medical device industry:

- **Engaging patients** with deeply personalized experiences throughout every step of the journey

- **Optimizing supply chain operations** with synchronized processes that scale with demand and guarantee quality

- **Empowering healthcare providers** with intuitive tools that can provide accessible, relevant information at their fingertips

- Transforming products by **leveraging data and real-time collaboration** with both market and clinical needs
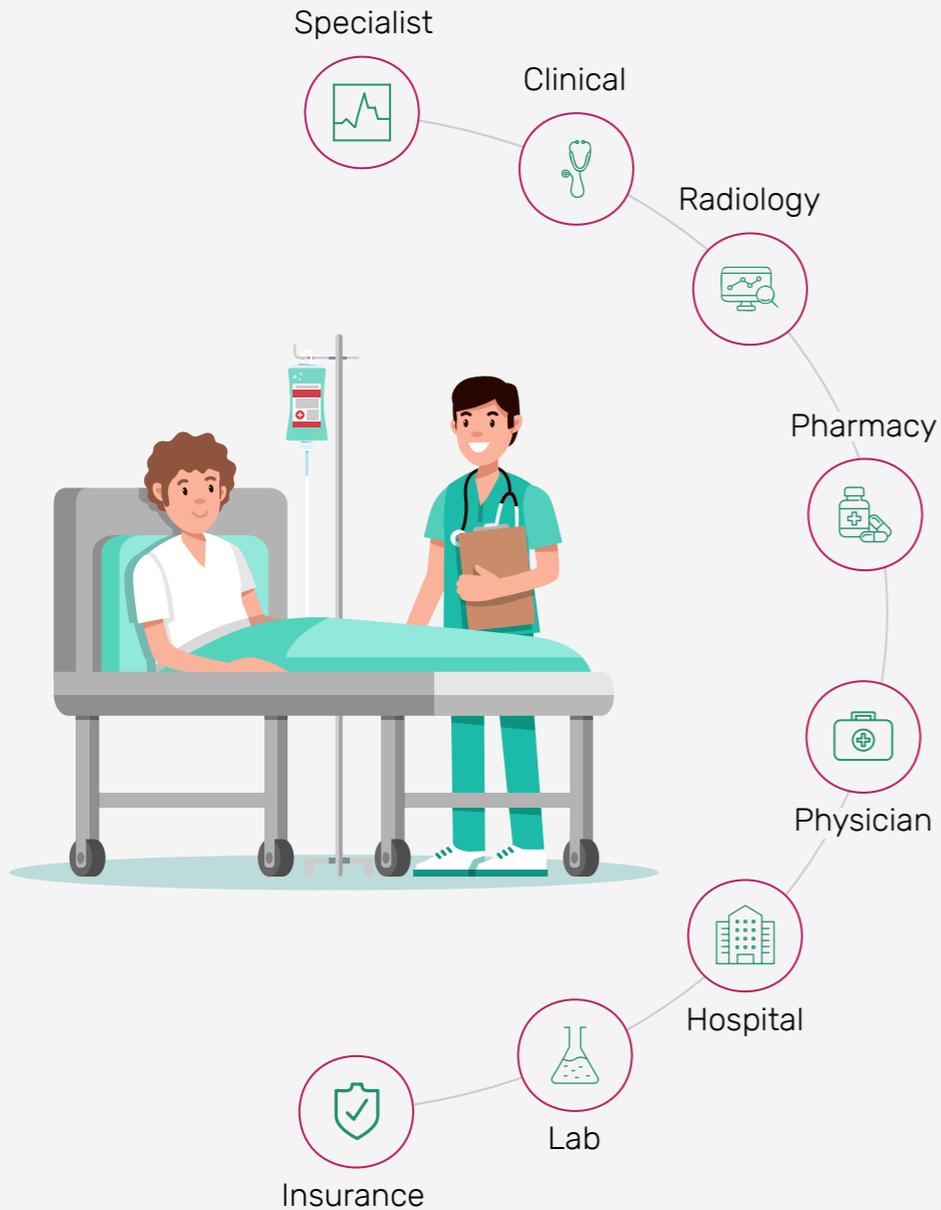
The Healthcare ecosystem

The healthcare market is notoriously one of the most complex in the world. There are a wide variety of players and agents involved in almost every step of the process.

- Healthcare Companies - Hospitals, physician practices, medical equipment suppliers, drugs suppliers, food and linen suppliers, specialized cleaning and sterilizing suppliers, logistics and IT companies, and more

- People - Doctors, nurses, administrative personnel, patients and their families, pharmacists, IT specialists, and more

- Government – federal, local, and state agencies, lawmaking bodies, administrators, and politicians

- Associations, Non-profits, and Credentialing Bodies – private and public organizations that are devoted to different aspects of the healthcare industry

- Processes, Best Practices, and Ever-Evolving Knowledge – Practices, protocols and rules, technologies, standards, regulations, and more

At the heart of this ecosystem lies the patient. For these patients, coordination between providers and services becomes critical to the end-to-end experience above and beyond any other factors.

Korcomptenz

Sales@korcomptenz.com

The Patient at the heart of connected Healthcare

Specialist

Clinical

Radiology

Pharmacy

Physician

Hospital

Lab

Insurance

Technology solutions can help medical device manufacturers empower their organization and revolutionize their business with the tools needed to revitalize their operations and fully engage their patients with transformative products and services.
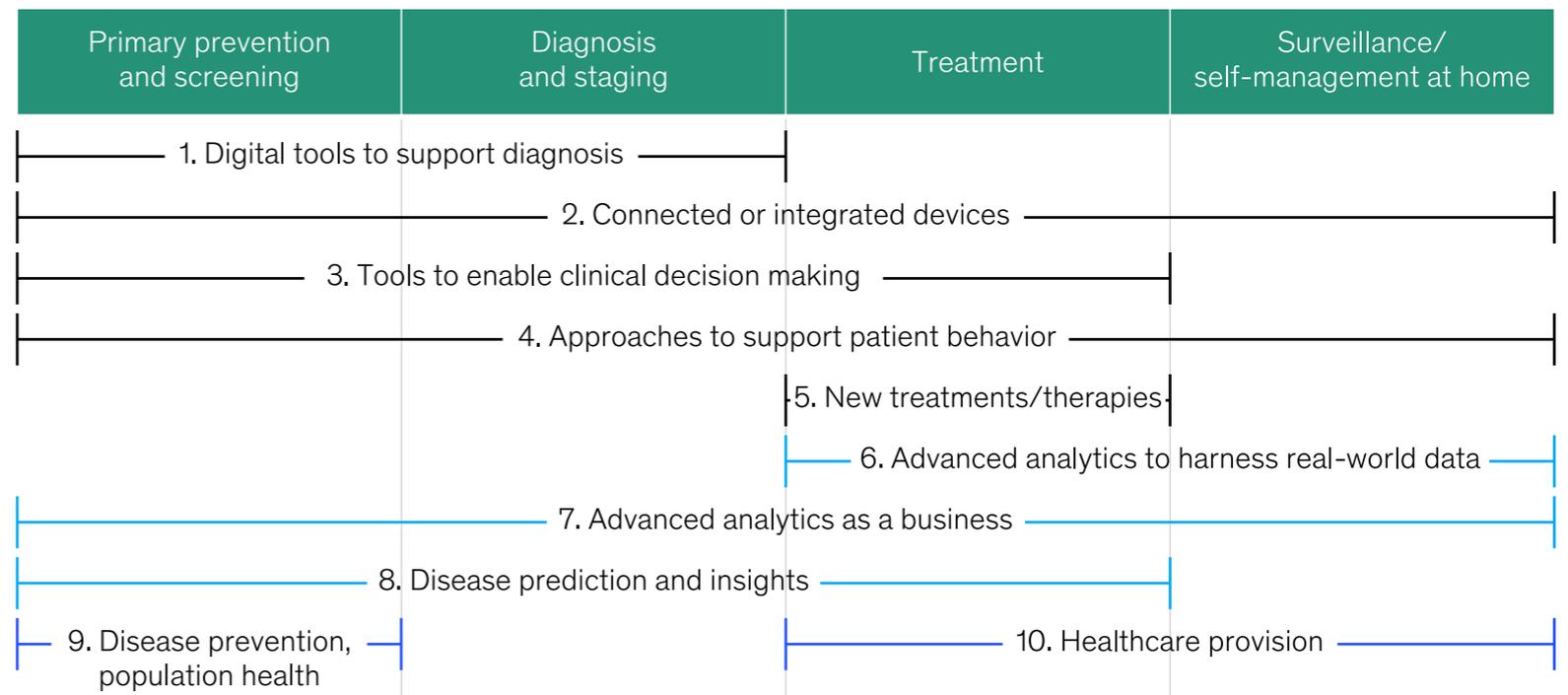
Korcomptenz

The Value of Digital Health Solutions to the MedTech Industry

MedTech companies excel at the development, launch, and sales of physical products, but many do not have the capabilities to drive consistent growth from digital health solutions, such as data integration and analytics.   According to a McKinsey report, these digital health solutions open new opportunities to MedTech companies:

Opportunities in digital health for medtech lie along the entire patient pathway.

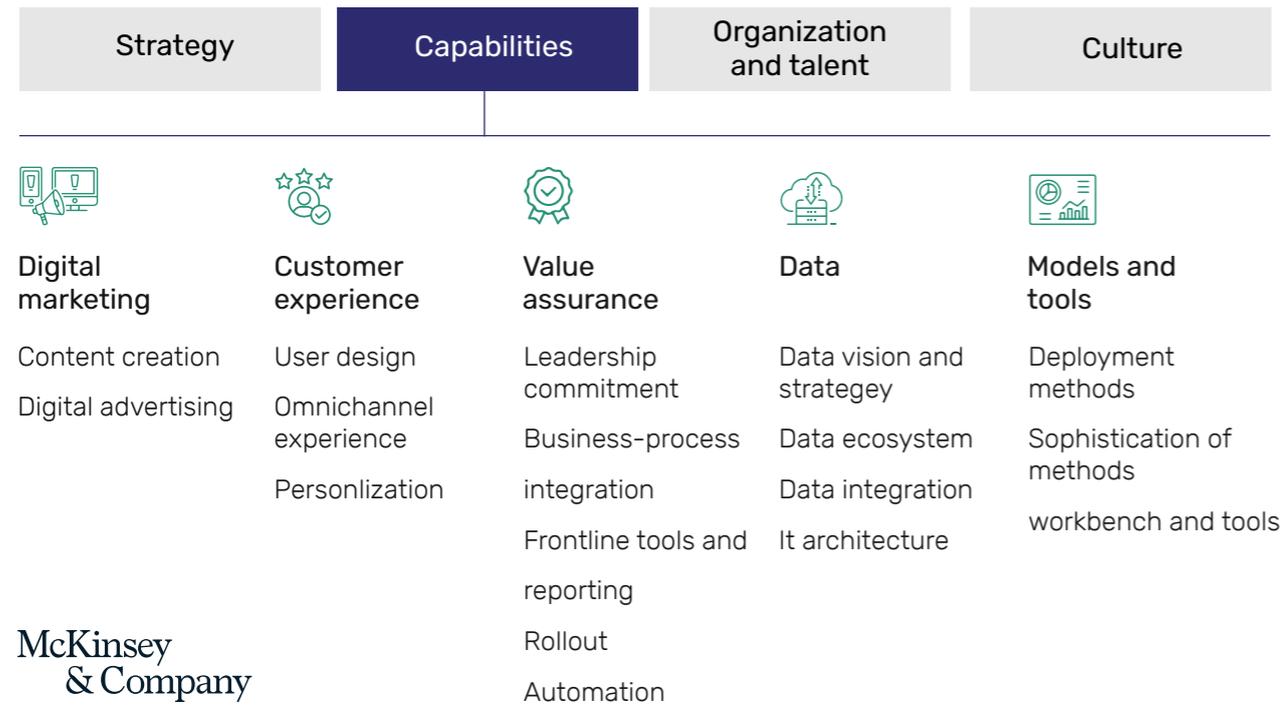**Opportunities in digital health in the patient pathway**   — Products and tools   — Data   — Services

Primary prevention and screening	Diagnosis and staging	Treatment	Surveillance/ self-management at home

1. Digital tools to support diagnosis

2. Connected or integrated devices

3. Tools to enable clinical decision making

4. Approaches to support patient behavior

5. New treatments/therapies

6. Advanced analytics to harness real-world data

7. Advanced analytics as a business

8. Disease prediction and insights

9. Disease prevention, population health

10. Healthcare provision

McKinsey & Company

Sales@korcomptenz.com

McKinsey identifies five areas for MedTech companies to focus on to capture opportunities in digital heath that encompass the entire patient pathway:

These are five capability areas medtech companies should focus on to capture opportunities in digital health

Strategy	Capabilities	Organization and talent	Culture

Digital marketing	Customer experience	Value assurance	Data	Models and tools
Content creation	User design	Leadership commitment	Data vision and strategey	Deployment methods
Digital advertising	Omnichannel experience	Business-process integration	Data ecosystem	Sophistication of methods
	Personlization	Frontline tools and reporting	Data integration	workbench and tools
		Rollout	It architecture	
		Automation		

McKinsey & Company

Unlock multichannel insights with IoT & advanced analytics for better health outcomes

Korcomptenz has developed proprietary solutions and methodologies to address each of the capability areas that MedTech companies need to focus on to capture opportunities in digital health. These solutions address every stage of the patient pathway.

Patient Journeys and Engagement:

Our web and digital marketing solutions capture important data directly from websites, apps, and other systems to support remote interactions with stakeholders including patients, healthcare professionals, and non-clinical team members with a significantly higher return on investment and conversation rate than traditional, non-personalized methods.
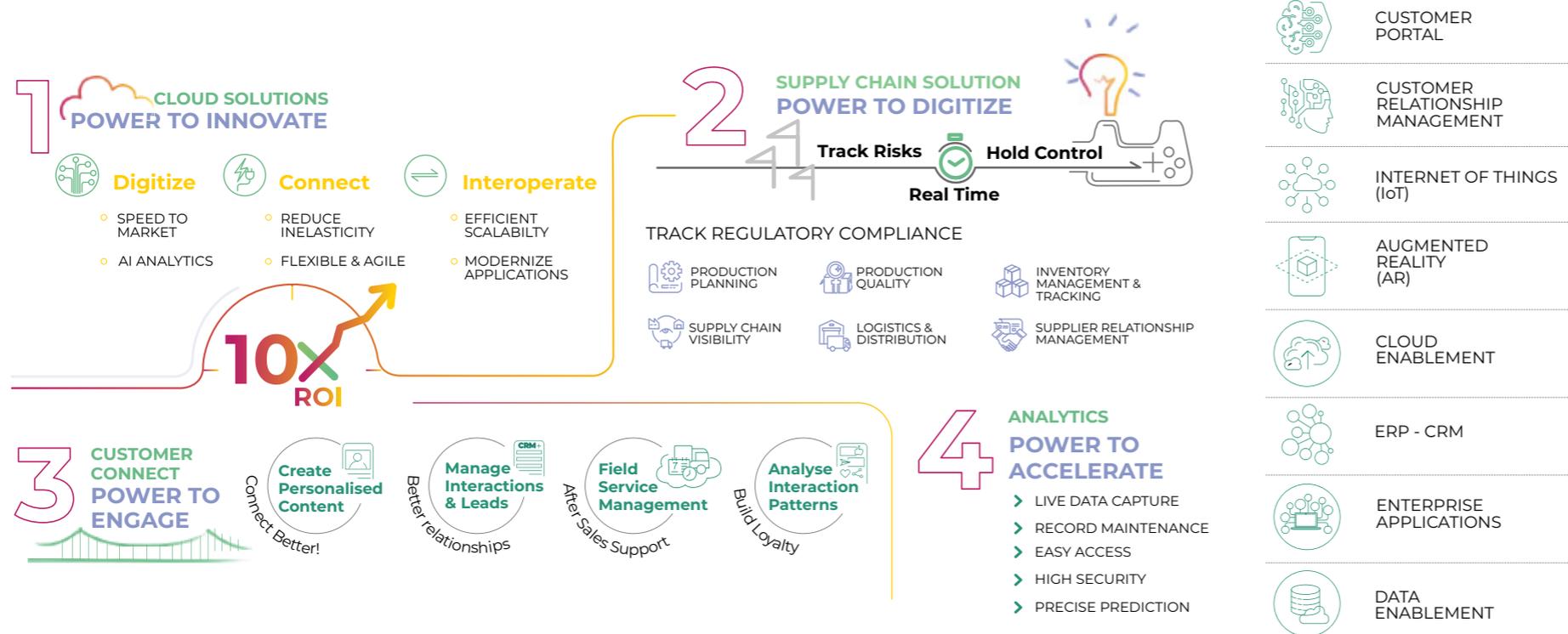
Patient and Stakeholder Relationship Management:

Our Customer Relationship Management solutions capture every tough point with your patients and other key stakeholders, ensuring accurate access to information for teams across your organization and improving patient care with personalization. The ability to support different business units, contact and organization types, plus unique workflows for sales, support, and marketing provide a 360-degree view of your operations with the ability to generate accurate insights. A sharp focus on security and data protection with HIPAA compliance provides peace of mind and stability to your operations.

Screening and Treatment Solutions:

Our custom applications, surveys, and connected devices using the Internet of Things help caregivers and providers screen patients before and after treatment to help ensure positive outcomes. Pre-screening tools enable MedTech companies to classify potential patients based on their own unique medical history, identifying at risk groups for immediate action. Post treatment surveys and follow ups collect important information to ensure a positive outcome and generate organizational data to improve treatment overall. The end-to-end approach consolidates all information into a full 360 view of your care and operations.

Korcomptenz

Sales@korcomptenz.com

Korcomptenz Solutions for MedTech Companies

1 CLOUD SOLUTIONS
POWER TO INNOVATE

Digitize
- SPEED TO MARKET
- AI ANALYTICS

Connect
- REDUCE INELASTICITY
- FLEXIBLE & AGILE

Interoperate
- EFFICIENT SCALABILTY
- MODERNIZE APPLICATIONS

10X ROI

2 SUPPLY CHAIN SOLUTION
POWER TO DIGITIZE

Track Risks — Hold Control
Real Time

TRACK REGULATORY COMPLIANCE

- PRODUCTION PLANNING
- PRODUCTION QUALITY
- INVENTORY MANAGEMENT & TRACKING
- SUPPLY CHAIN VISIBILITY
- LOGISTICS & DISTRIBUTION
- SUPPLIER RELATIONSHIP MANAGEMENT

3 CUSTOMER CONNECT
POWER TO ENGAGE

- Create Personalised Content — Connect Better!
- Manage Interactions & Leads — Better relationships
- Field Service Management — After Sales Support
- Analyse Interaction Patterns — Build Loyalty

4 ANALYTICS
POWER TO ACCELERATE

- LIVE DATA CAPTURE
- RECORD MAINTENANCE
- EASY ACCESS
- HIGH SECURITY
- PRECISE PREDICTION

- CUSTOMER PORTAL
- CUSTOMER RELATIONSHIP MANAGEMENT
- INTERNET OF THINGS (IoT)
- AUGMENTED REALITY (AR)
- CLOUD ENABLEMENT
- ERP - CRM
- ENTERPRISE APPLICATIONS
- DATA ENABLEMENT

Other Resources for MedTech

★ Find out how to use advanced data and analytics capabilities to generate actionable insights

★ Create a resilient supply chain to provide real-time visibility across your value chain.

Korcomptenz

Discoverhowwe#FocusOnYouat
www.korcomptenz.com

Get in touch with us:

+1(973)6018770|sales@korcomptenz.com