



How eCommerce grows revenue in healthcare.

Embrace digital to increase profits and loyalty.



When 2020 began, healthcare suppliers faced critical challenges. Competition from titans like Amazon and Walmart was escalating. Customer expectations for experiences on par with other industries made it tougher to sell to hospitals, therapists, optical centers, and other providers. And when the pandemic hit, the demand for online engagement and self-service was almost immediate, catapulting the industry into the digital world.

Healthcare providers saw a dramatic increase in telehealth and remote monitoring. Suppliers moved many in-person or call-center interactions online. But in truth, the traditional sales model was ready for disruption before the pandemic began. Digital transformation has become a mandate for every sales organization, ultimately leading to greater efficiency and revenues for the business, and exceptional convenience and experiences for customers. Healthcare providers, consumers, and suppliers all face vexing issues when it comes to acquiring and supplying goods and services.

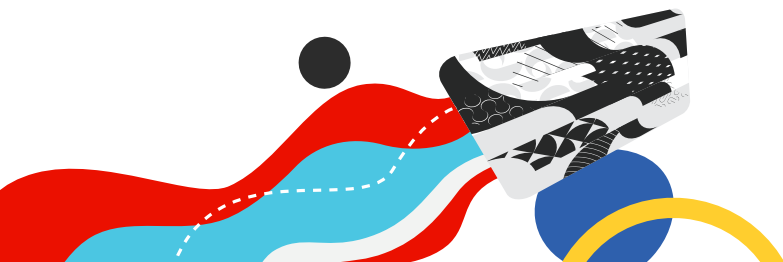
First, healthcare providers struggle with product and supply limitations. 2020 brought this home, as medical personnel faced shortages of facemasks, respirators, gowns, gloves, and eye protection for themselves, let alone for patients. Even



under normal circumstances, staff working in areas such as surgery often can't access adequate supplies before their expiration date, assemble products for kits and bundles, and pull all the needed items for patients being discharged. Any time spent replenishing supplies takes away from the critical focus on providing outstanding care.

At the same time, consumers hit snags when making purchases. A lack of information on products and services leads to frustration for 65 percent of consumers during the buying process, according to Econsultancy. For example, a patient who needs new glasses may have a prescription but be short on money and, even more importantly, time. She'd like an optical supplier to offer an eCommerce site with the same ease and flexibility that other B2C businesses provide.

For suppliers themselves, old and outdated B2B systems make even the simplest transactions difficult. Without upgrades, suppliers can't readily offer the experiences modern customers expect—whether that's letting them choose the battery type included in a medical device or sending them regular updates on shipping progress. Rigid systems can't



support digital transactions, and disjointed systems result, unsurprisingly, in disjointed and unsatisfying experiences.

This is definitely a case where obstacles can trigger opportunities. By addressing existing challenges and emerging digital trends, suppliers can set up their businesses to be part of the large and competitive healthcare market. The potential is expanding. From \$181 billion in 2019, the eCommerce market is expected to grow to about \$311.3 billion in 2020, according to Research and Markets. With consumers avoiding stores and staying at home starting in 2020, the eCommerce market saw an overall surge in growth, particularly in healthcare products. New market dynamics triggered by the pandemic are accelerating the transition.

Growth rate spikes in healthcare products.

807% 

Virus protection products

217% 

Over-the-counter
drug purchases

231% 

Toilet paper





Seize the promise of eCommerce.

Buyers and shoppers who didn't demand changes in selling models before the pandemic will likely be looking for compelling digital experiences now. Providing them can be doubly difficult when you've spent 2020 scrambling to keep up. But when crisis mode finally gives way to the next normal, eCommerce will offer promising possibilities to evolve your business. Here are three key opportunities, the challenges they address, and the ways leading healthcare suppliers have used them to reach their goals.

Upgrade physical with digital.

As we've lost in-person experiences in 2020, a key has been to replace them with digital-friendly ones that create the same kind of personal engagement. Suppliers are moving to digital communications and transactions to give buyers more flexibility and better options.

Healthcare practitioners need systems that let them purchase when and how they want, with easy access to multiple items for bundles. With approved vendors and set purchasing authority, staff can access catalogs and products from multiple suppliers and compare features and prices. Consumers also want the ease of going online to fill prescriptions, buy personal protective equipment, and even order monitoring equipment for diabetes or blood pressure.

For suppliers, providing digital access to goods and services can simplify transactions, enable customization before shipping, and



support easy scale-up, increasing revenues and lowering operating costs.

Take the direct approach.

Many companies that previously sold products via stores or resellers are realizing the advantages of going straight to consumers. For example, suppliers have typically sold masks, gowns, gloves, and bleach to hospitals and healthcare facilities. But instead of selling pallets and gallons, a B2B brand could offer smaller quantities directly to consumers, with no intermediary taking a cut.

That means giving consumers clarity on how to make purchases and what they'll cost. Adding a B2C commerce storefront can provide shoppers with access to your entire catalog of products, in-depth descriptions, pricing based on insurance, and simple and direct ordering. With just one architecture, you can roll out sites, stores, and new product lines to scale up.

Juzo increases sales, reduces errors and order processing time.

Juzo is a German manufacturer of compression therapy products. For years, the company manually processed most of their several thousand daily orders from domestic and foreign markets. The system was error-prone, inefficient, and required time-consuming coordination between Juzo and dealers.

Desperate to join the digital revolution, Juzo selected Magento Commerce especially for its seamless integration with their enterprise resource planning and product information management systems.

Juzo developed a self-service dealer portal for B2B customers. The portal serves as a central hub for all customer-related information, showing everything from historical orders to relevant invoices. Additional extensions apply country-specific legal requirements and improve performance, search, and catalog options. The system also integrates a configurator to tailor products for patients' specific therapeutic needs.

The portal cut error rates to 0.1 percent, dramatically decreasing customer support calls. Compared to channels previously used, cost per acquisition also dropped.

Consumers will quickly find that eCommerce gives them flexible purchasing options that are safe, secure, private, and meet their needs. For example, Nordic Naturals not only sells directly to consumers, but also offers subscriptions so they can automatically receive items at regular intervals.

By selling B2C, you open up a whole new market with strong revenue potential. One key, however, is to implement a single, integrated platform with the flexibility to handle both B2B and B2C.

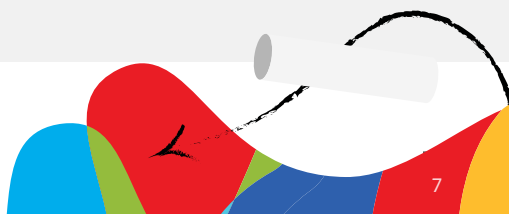
Nestlé's NCare B2B2C portal provides a holistic approach to patient management.

Nestlé Health Science lets healthcare professionals order, monitor, and manage patients' nutritional requirements and regimens. But Nestlé also wanted to create a patient access platform with a comprehensive solution for managing nutritional requirements. The B2B2C site caters to several user roles, each with their own feature requirements and workflows.

Nestlé worked with Magento Solution Partner eWAVE to develop an end-to-end solution with the following features:

- Custom-built subscription and regimen engine
- Full integration with distributor fulfillment systems
- Advanced multi-level, multi-user account management
- Structured, account-based pricing engine
- Advanced payment function with hospital, customer, and co-payment capabilities

The platform strengthened relationships between patients and healthcare professionals thanks to a simple and intuitive end-user experience, integrated communications, and streamlined repeat purchasing, scheduling, and shipping.



Make extraordinary experiences vital.

Healthcare suppliers that commit to a strong customer focus and invest in rich digital experiences increase sales, satisfy customers, and move quickly, according to Forrester Consulting.

Benefits of being an experience-driven business.



Grow revenue and business value.

1.5X

Customer lifetime value

1.7X

Revenue growth



Improve customer and prospect experiences.

1.9X

Net promoter score

1.3X

Customer advocacy



Accelerate digital business.

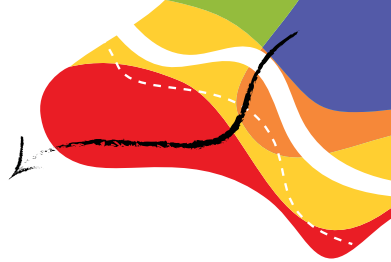
1.8X

Faster to market

2.3X

Better product reviews and ratings

But a customer focus requires a data focus to identify your most valuable prospects and buyers, and to offer exceptional digital experiences across their journeys.



Inspire loyalty with convenience—and caring.

The health and healthcare industries are overstretched and exhausted. It will take a while before you can bounce—not back, but forward—to satisfy rapidly evolving needs in an unsettled world.

Both providers and consumers are frustrated with mediocre eCommerce experiences in health and healthcare. They become quickly fatigued with brands that don't meet their “I want it now” mindset.

That means suppliers must adapt to a different paradigm—to offer convenience to make customer lives easier, and personalization to demonstrate caring. The winners will meet customers where they are and sell when and how they want, whether that's in person, through a portal or marketplace, or on mobile.

Performance Health increased orders by 53 percent and customers by 21 percent.

Performance Health is the largest global manufacturer and distributor of rehabilitation and sports medicine products. The company sells to healthcare facilities and practitioners, including physical therapists, athletic trainers, and chiropractors. Brands include Biofreeze and TheraBand.

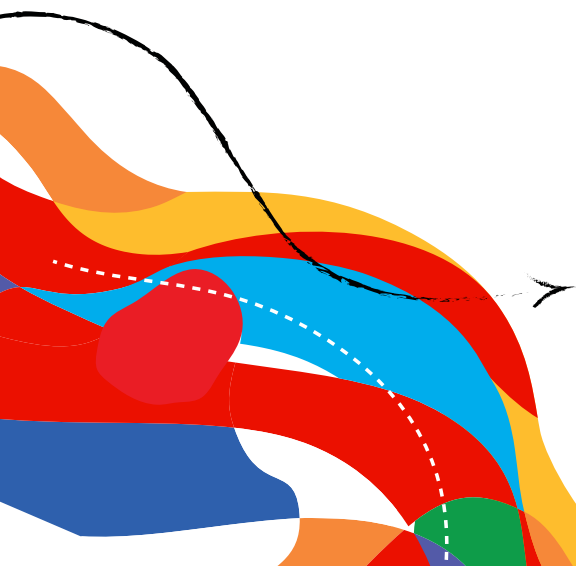
Performance Health's homegrown commerce platform was not meeting the needs of its B2B power users. The company implemented Magento Commerce, which integrated easily with existing backend systems. A mega menu lets users search multiple product categories and enhancements add the ability to find configurable products. With Web Order Approval, larger companies can set up processes to let hundreds of staff members make purchase requests for superiors to approve.

This transformed experience increased total orders 53 percent, online revenue 15 percent, and new customers 21 percent YOY.

They'll offer comprehensive information, curated recommendations, and tailored merchandise, promotions, and pricing. And they'll keep customers returning time and again thanks to relevant, individualized information delivered exactly when it's needed.

With a shift to eCommerce, you gain the flexibility to use whatever strategies you find most effective, even ones that haven't been invented yet. But you need a single platform that will help you execute on all the possibilities—from B2B to B2C to B2E (everyone)—and manage everything from basic transactions for an over-the-counter drug to complex buying journeys for custom equipment.

With that in place, you'll position your business to create unmatched customer loyalty and advocacy and compete effectively with even the most aggressive entrants into the healthcare marketplace.





Adobe can help.

Adobe Commerce Cloud, part of the Adobe Experience Cloud, gives you a solution suite for digital transformation. As the foundation for shoppable moments, Adobe Commerce Cloud can take you from start to finish, letting you provide rich B2C and B2B experiences with speed and agility.

[Learn more](#)

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