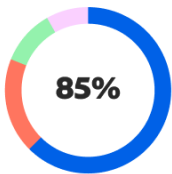




Six ways to guide your path through MedTech complexity.

Which healthcare plans have the highest satisfaction?



Satisfaction score

we.Healthcare

- Platinum Plus
- Gold Choice
- Silver Advantage
- Senior citizens

The Platinum Plus logo features a blue diamond icon followed by the text 'Platinum Plus' in a white sans-serif font.

The we. healthcare logo consists of the word 'we.' in a small, light blue font above the word 'healthcare' in a larger, bold, dark blue font.

Easy testing, at home.

A button with a purple star icon and the text 'Suggested variations' in a dark blue font.

Closing the personalization gap.

MedTech buying groups, decision makers, healthcare professionals (HCPs), and patients expect experiences that are distinctly tailored to their needs. You have to personalize experiences, to avoid generic interactions that don't cut through or contribute to your sales.

But with so many overlapping conversations across field sales, email, portals, ads, and more, delivering consistency can feel like solving an impossible puzzle.

70%

of HCPs feel
misunderstood by
sales reps.

77%

of customers experience
inconsistency across
interactions.

85%

of patients say MedTech
can do more to
personalize support.

Personalization at scale is how you stay relevant.

This guide will take you through the six core considerations you need to deliver on, to support engagement with personalized content and experiences in MedTech.

You'll see how you can use data, smart orchestration and agile decision-making to stay relevant across many conversations at once — and power your sales engine.

1. Unify your data to understand your buyer ecosystem.

Without a full view of your customer, personalization becomes guesswork. Your teams juggle a lot of disconnected data across CRM records, EHR insights, IoT device outputs, and digital behavior. And unless systems talk to each other, you can't zoom out to get the full picture.

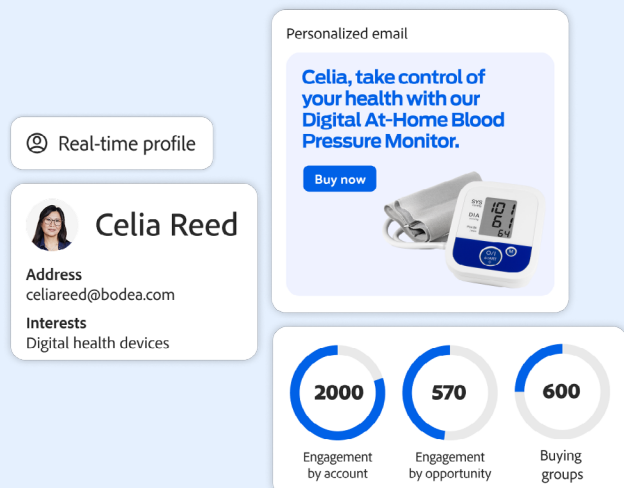
That means teams miss critical context, which can result in alienating experiences. A rep might not know that a surgeon downloaded a report last week. Marketing might email a procurement lead with content full of clinical jargon, instead of cost benchmarks.

All of that means wasted effort, frustrated audiences, and generic experiences that don't reflect the audience journey at all.

The answer

If you can stitch sales and customer data together across field sales, digital, customer and other sources, you can create live profiles of your audience in real time. If these update dynamically everyone on your team can work with a shared understanding of the real context for your audience — and tailor interactions and content accordingly.

- ✓ Precise targeting and segmentation
- ✓ Smart, efficient decision-making
- ✓ Consistency across marketing, sales, and service teams



2. Orchestrate the omnichannel journey.

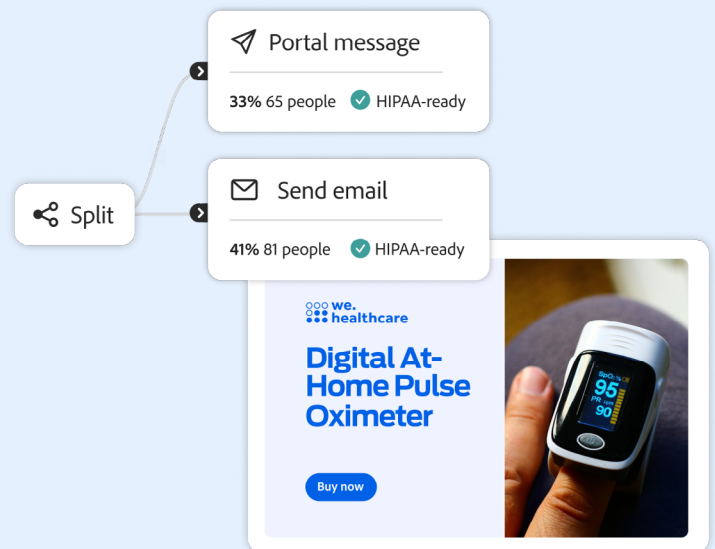
MedTech audiences and conversations don't follow clear, linear paths. A field rep visit might prompt an HCP to attend a webinar, then search for specs online, then email someone else in sales for more information. The sales journey can be long and complicated.

If these touchpoints aren't connected, inconsistency can cause friction, and hard-earned trust can easily erode. You need to keep interactions flowing naturally, with each step building on the last, if you want to build confidence and maintain momentum.

The answer

Coordinate every touchpoint across emails, ads, calls and field conversations from one system. By orchestrating journeys you can make sure interactions feel seamless, instead of scattered, and create a robust and reliable approach to generating business.

- ✓ Higher engagement through consistent journeys
- ✓ Stronger brand salience and presence
- ✓ Better marginal ROI through strategic sequencing



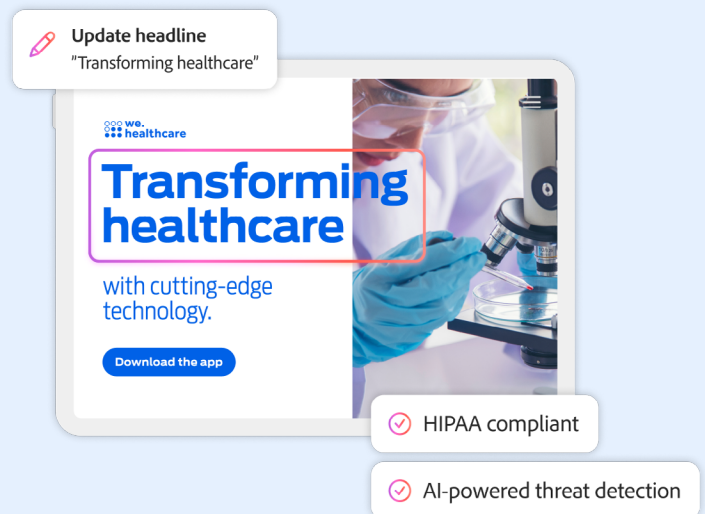
3. Deliver the next best action — before you're asked.

Static campaigns can't adapt to real-time shifts. Without the ability to pivot your content and messaging based on live behavioral signals, you risk falling behind competitors who can predict buyer actions and react faster than you.

The answer

If you put in place AI systems that can analyze buyer signals, you can predict what they're likely to need next — be it a training video, a demo, a spec sheet, or a sales follow-up. Then you can deliver the right message on the right channel to optimize engagement and keep the conversation moving forward.

- ✓ Higher engagement and relevant experiences
- ✓ Better product adoption and utility
- ✓ A more responsive approach to buyer group needs



4. Empower your people in the field with account-level intelligence.

MedTech purchases rarely hinge on one person. Clinicians, procurement teams, IT, and compliance officers will all weigh in — and may have competing priorities. So it's important not to treat account engagements as a series of 1:1 lead conversations. They have to be understood in view of their wider context.

With visibility of the buying group as a unit, your sales teams have better insight into who needs what so they can make decisions faster to engage key influencers.

The answer

You need to empower your commercial teams with the tools to know and manage every stakeholder conversation, within the right buying group context. If you can surface the right information when it's relevant, you can then spin up role-specific content and messaging automatically, to improve alignment and support sales.

- ✓ Better stakeholder alignment
- ✓ More efficient deal progress
- ✓ Higher win rates



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we.
healthcare


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\$20,00,000 [Add to cart](#)



 Buying group



Patricia Reed
Decision maker

Title	Group
VP of technology	Townsend

5. Deepen healthcare professional engagement with content that fits their world.

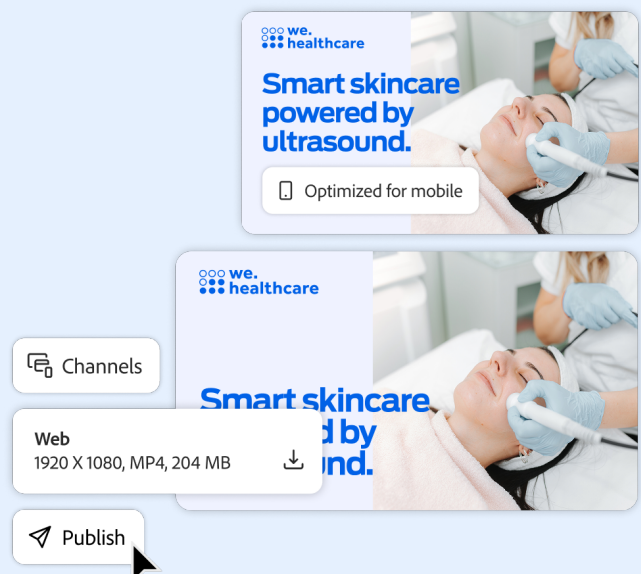
HCPs are served a lot of content, but not all of it will interest them. A neurosurgeon will skim past generic emails about primary care devices, while a busy GP won't engage with a dense surgical report. When content isn't relevant, you can't expect engagement, let alone trust in your brand.

But when you can deliver educational content that's tailored to their specialty, patient population, or stage in the adoption cycle, you become a resource, not part of the noise.

The answer

With the tools to create personalized content at scale, you can get HCPs relevant information, in a format that fits their needs. By integrating real-time data and behavioral insight you can predict and provide the content that will engage HCPs, aligning with their clinical focus, engagement history, and preferences.

- ✓ Deeper understanding and confidence in your products
- ✓ Better engagement with the people using and recommending them
- ✓ New opportunities for brand advocacy



6. Optimize with continual, cross-journey insight.

If you don't test and learn, you won't have the agility to adapt once new challenges and opportunities present themselves. It's key to experiment with different types of content, channels and sequencing, to find the right approach for engagement. Through testing, you can prove which efforts deserve your time and budget, while reducing uncertainty and frustration in your content management teams.

The answer

With intelligent content management tools you can test, track, and tweak your content approach in real time. If you can analyze journeys and track how buyer behavior changes with new tactics and approaches, you can then continually hone communications to drive engagement and work with better and better information over time.

- ✓ Smart, data-backed builds for campaigns and content
- ✓ Continuous improvement in engagement
- ✓ Better ROI and resource allocation

Secure audience insights



40%
Loyalty patients

33%
All consumers



+2,375
mobile app downloads

**Patrick, it's
time for your
monthly
checkup.**

we.
healthcare



A final thought.

The future will belong to brands who can create genuine, personal connections across buying groups and stakeholders, even through the complexity of the MedTech market.

If you're ready to see how you can set the pace, with powerful, personalized content and experiences at scale, click the button below.

[Get started](#)



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