

How Healthcare Tech Purchases Are Changing

Marketing in a COVID world



Agenda

- Introductions
- How Healthcare Tech Purchases Are Changing with
John Ulett
- Q&A

Questions

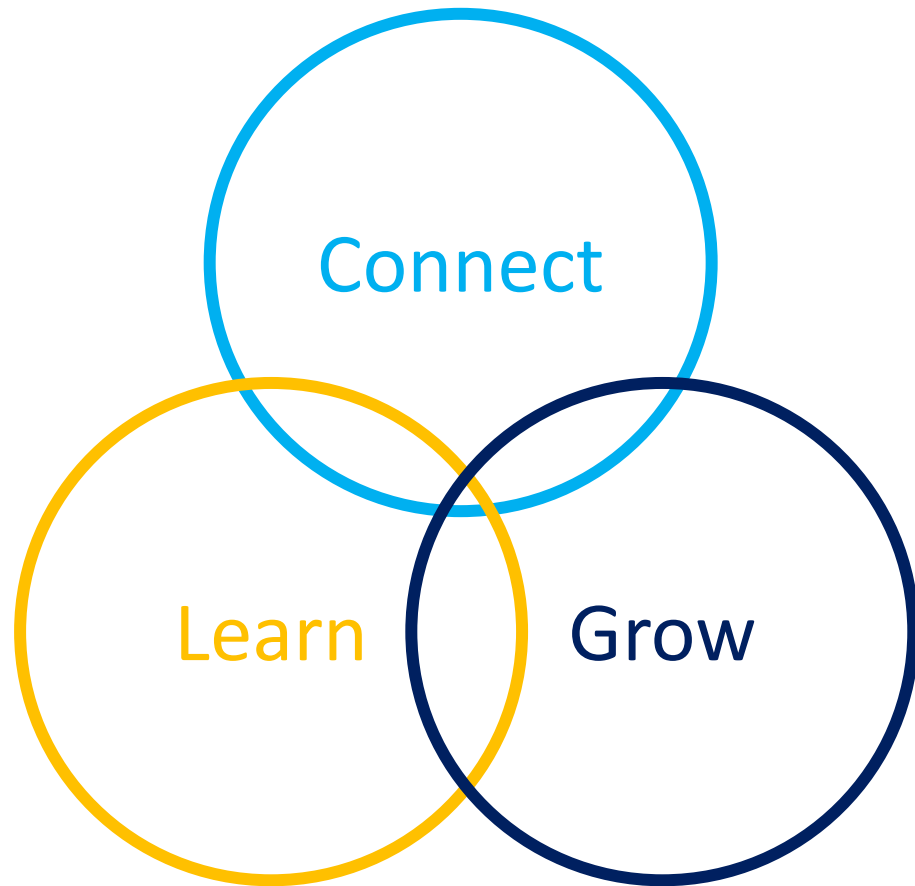
- Please post them in the chat box as they occur to you
- We will address them at the end of the presentation

Adam Turinas, Healthlaunchpad

- Healthtech Entrepreneur
- Founded, grew and sold Uniphy Health
- Two decades in marketing (BofA, Dell, IBM, Sirius Radio)



A New Kind of Healthtech Marketing Firm



Customer Insight
+
Sales and Marketing Strategy
+
Campaigns



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An exclusive Slack community for senior healthcare sales and marketing professionals to:

- Network with peers
- Get help and feedback
- Learn new skills
- Explore new career opportunities



John Ulett, VP/CIO CentraState Health System

- John Ulett has served as the VP/CIO at CentraState Healthcare System since 2014.
- He has been a VP of Information Systems and CIO in healthcare since 1999.
- Prior to that he gained a breadth of business and technical knowledge working for software companies such as Microsoft and industry leaders in managed care, manufacturing and education software. The unique problems each industry faced was fertile training for a career in healthcare IT.
- John earned a B.A in Business Administration from Seattle Pacific University in 1978.



The COVID-19 World

For providers across the country, many of the challenges are the same.

Not everyone's experience of COVID-19 is the same.

My Experience

Sometimes being number two in your state is not where you want to be.



CentraState Medical Center



Poll

Would you visit a healthcare facility right now?

A look at the numbers

March 2020 through June 2020

Discharges: 596

Expirations: 115

Census mid-April: 138 COVID-19 positive (70% of all patients)

Ventilators in use: 31 (90%)

ALOS: Med/Surg 6.8

CCU/Step Down 12.9

Everyone's first thoughts

Telemedicine and remote workforce
are the two technology changes that come to
mind first.

While standing those up we began repurposing
existing tools.

Are you selling a platform or a single solution?



Existing tools - repurposed on short notice

If you had a tool-box you start by using your tools in novel ways.

- Chatbots
 - Asymptomatic covid tracking
 - Providence St. Josephs/Wa State working with Microsoft Covid Triage
- Temperature tracking & logging
- Quick build mobile apps



Telemedicine

Before COVID-19, Telemedicine was a consumer play, now it is a standard part of a physician's practice.

Driven by both physician safety and patient safety

What add-on products and services would complement?

Telemedicine add-ons

Amazon's Choice



Wireless Otoscope Ear Camera with Dual View, 3.9mm 720PHD WiFi Ear Scope with 6 LED Lights for Kids and Adults,...

★★★★☆ ~ 263

Electronics

\$39⁹⁹

✓prime Get it as soon as Thu, Jul 23

FREE Shipping by Amazon

More Buying Choices

\$37.59 (2 used & new offers)



AliveCor KardiaMobile Personal EKG | FDA-Cleared | Detects AFib

★★★★☆ ~ 8,819

\$89⁰⁰ ~~499.00~~

FSA or HSA eligible

✓prime Get it as soon as Thu, Jul 23

FREE Shipping by Amazon

More Buying Choices

\$71.99 (5 new offers)

A woman with dark hair, wearing glasses and a headset, is sitting at a desk. She is looking at a large computer monitor that displays a grid-like interface, possibly a patient chart or data table. Her right hand is resting on her chin, and her left hand is on a keyboard. The scene is lit with soft, natural light, suggesting an office or home workspace.

Remote workforce

If nurses have to be on-site, then so should everyone else.

How will we manage their productivity if they work from home?

Poll:
**Is it easier or harder to get
meetings right now?**

Follow the money

Cause

- Elective surgeries postponed
- Traditional volume vanished
- Labor/PPE expenses increased

Effect

- Less to spend
- Hold on to what we have



The digital front door got busier

As more of the population becomes comfortable with “remote” how will it affect healthcare?

- Telemedicine
- Clinical communications
- Health/Wellness classes
- Remote patient monitoring



Cybersecurity



The home router, shared with your entire family, became the new frontier.

Future

- Robotic Process Automation (RPA)
- Community Information Exchange
- Supply Chain
- Healthcare Disparities
- Decline in overall expirations



The cycle sped up

Project request became emails or worse yet phone calls.

Detailed Project Charters were postponed.

Healthcare buying cycle is painfully slow for both sides.

Quick Feasibility Snapshot

Nine factors we use to gain a quick look at opportunities

Primary Benefit:	<input type="radio"/> Patient care <input type="radio"/> Patient engagement <input type="radio"/> Increased revenue <input type="radio"/> Cost savings / Penalty avoidance <input type="radio"/> Compliance	<u>Timeframe</u> Q – Quickly M – Middle L – Later / Annual
Champion:	<u>Influence / direct control over actors</u> <input type="radio"/> Low <input type="radio"/> Medium <input type="radio"/> High	

Quick Feasibility Snapshot

Primary Actors		1.
Who's behavior will change		2.
		3.
Actor Benefits		1.
(WII-FM) -		2.
What's in it for me!		3.
Friction Analysis	How much friction will implementation & ongoing operating encounter	
Actors Processes		
Training	1.	<u>Score</u> L – Low M – Medium H – High
	2.	
	3.	

Quick Feasibility Snapshot

Funding	<u>Source of funds</u> E – Existing Money N – New Money	Amount is relative to facility L – Low M – Medium H – High
Risk	<u>While doing</u>	<u>Not doing</u>
Relative Effort to accomplish		L – Low M – Medium H – High
Conclusion		Do Now Research more We're done

Wrap-up

Healthcare is slowing it's current spend and watching to see how the complete COVID-19 pandemic plays out.

The future should reward flexible and adaptable solutions.

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