

**WINNING THE HEALTHCARE MARKET**

# **A STRATEGIC GUIDE TO SALES & MARKETING READINESS**

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# Executive Summary

In today's competitive healthcare landscape, successful commercialization of healthcare innovations demands a data-driven, integrated strategy. This whitepaper outlines a framework to evaluate your sales & marketing readiness and uncover opportunities to accelerate market entry and drive growth. Whether you're launching, scaling, or repositioning a product, this assessment helps identify key strengths and gaps.

## What You'll Gain

- A checklist of sales & marketing essentials
- Insights into field coverage and whitespace risks
- Tips to improve content, channel mix, and messaging
- Metrics to benchmark your go-to-market readiness

## Data and Technology:

### Building a smart sales and marketing foundation

Effective commercialization starts with integrated, high-quality data that informs every decision. A smart strategy draws from multiple sources to create clear targeting, segmentation, and performance visibility:

#### Customer & Prospect Data

CRM platforms such as Salesforce or HubSpot house essential contact and engagement records.

#### 3rd Party Intelligence

Industry standards like Definitive Healthcare and IQVIA provide robust provider-level and market insights. Newer players like Alpha Sophia bring innovative approaches to targeting, enrichment, and segmentation.

#### Sales & Procedure Claims Data

Taps into real-world utilization and volume trends to guide territory planning and message customization. strategy refinement.



## Market Coverage and Field Deployment

To maximize sales effectiveness, coverage must be mapped against opportunity. Consider these elements:

- Target Market** Segments clearly defined by geography, site of care, and provider type.
- Territory Alignment** Ensure no whitespace exists—address gaps in coverage or neglected regions; including vacant territories due to turnover.
- Sales Channels** Direct vs. distributor strategies should align with product positioning and margin.

## 15-20% OF REVENUE

For every uncovered territory or under-engaged segment, healthcare manufacturers risk leaving up to 15–20% of revenue potential unrealized annually.

### Do you have whitespace?

#### Ask yourself:

Are all of your customers, markets, and products effectively covered—or are you leaving something on the table?

Uncovering these hidden gaps or inefficiencies can unlock new revenue streams, improve resource allocation, and drive smarter growth.



#### TERRITORIES

Coverage for geographies not effectively covered by field sales



#### PRODUCTS

Representation for products that are not a priority in the field rep's bag



#### MARKETS

Coverage for facilities that are not part of the field reps call plan

## Education and Training: Enhancing engagement

Training fuels confidence and adoption. Education should be consistent, accessible, and tailored for:



### Healthcare Professional (HCP) Education

- Live and virtual in-services
- Clinical training programs
- Webinars and demos



### Patient Education

- Brochures, videos, and digital learning
- Tools to drive understanding, adherence, and satisfaction

60% of HCPs say  
**BETTER TRAINING AND SUPPORT WOULD**

**increase their likelihood of  
adopting new healthcare technologies.**

(Source: HIMSS & Accenture)



## Marketing Content Readiness

Content drives action. A strong ecosystem supports value messaging, sales tools, and buyer education.



Product brochures, samples, and videos



Clinical studies and testimonials



Email campaigns, social posts, and digital ads



Product promos and patient-facing materials

## Audit your content

- ☐ Do your sales teams have the right tools to sell?
- ☐ Can they clearly communicate your economic value proposition with tools like ROI calculators?
- ☐ Do you have credible data supporting your clinical value?
- ☐ Is your product demonstrably easier to use than competitors?



### Leads Generated



### Cost



**Content marketing generates 3x more leads than traditional marketing—  
and costs 62% less.**

(Source: Demand Metric)

## Marketing Journey Mapping

Your commercialization success depends on mapping the full customer journey and aligning touchpoints.

### Common Journey Types

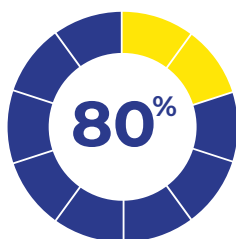
- New acquisition and prospecting
- Lost account reactivation
- Cross-sell and upsell strategies
- Customer maintenance and re-engagement
- Consumer and patient engagement

Each journey requires the right message, a **compelling offer** (WIIFM), and a **clear call to action (CTA)**.

## Marketing Channel Utilization

A multichannel strategy maximizes visibility. Audit channel performance by reach and impact:

<b>Digital</b>	SEO, paid media, social, emails, streaming platforms
<b>Direct</b>	Phone campaigns, direct mail
<b>Live</b>	Tradeshows, on-site demos, event marketing
<b>Content</b>	Landing pages, videos, gated assets



According to the Pareto Principle,  
**80% of results often come from just 20% of your channel mix.**  
**Double down on what moves the needle.**



**Companies with strong sales enablement practices see a 49% higher win rate on forecasted deals.**

Source: CSO Insights

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A strategic assessment is more than an audit—it's a launchpad.  
When done well, it gives you the roadmap to refine targeting,  
optimize resources, and grow smarter.

**NEED HELP APPLYING THESE INSIGHTS TO YOUR ORGANIZATION?**

**Contact us at Connexio Health to schedule  
a strategic consultation.**

