

The Rise of Virtual Medical Device Sales

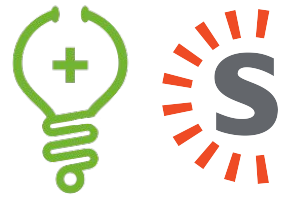
May 27, 2020



GREENLIGHT
MEDICAL



Agenda & Format



- Welcome & Introduction
- GreenLight & symplr Overview
- Today's Environment & Challenges
- Lasting Changes
- Virtual Sales Strategies
- Healthcare Technology Solutions
- Q&A



Panelists



Austin Dirks, MBA

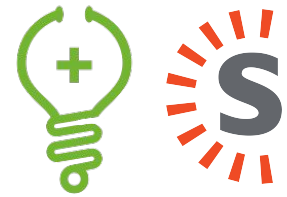
CEO | GreenLight Medical



Katie Senters

Sr. National Director of Sales &
Customer success | symplr

GreenLight Medical Overview

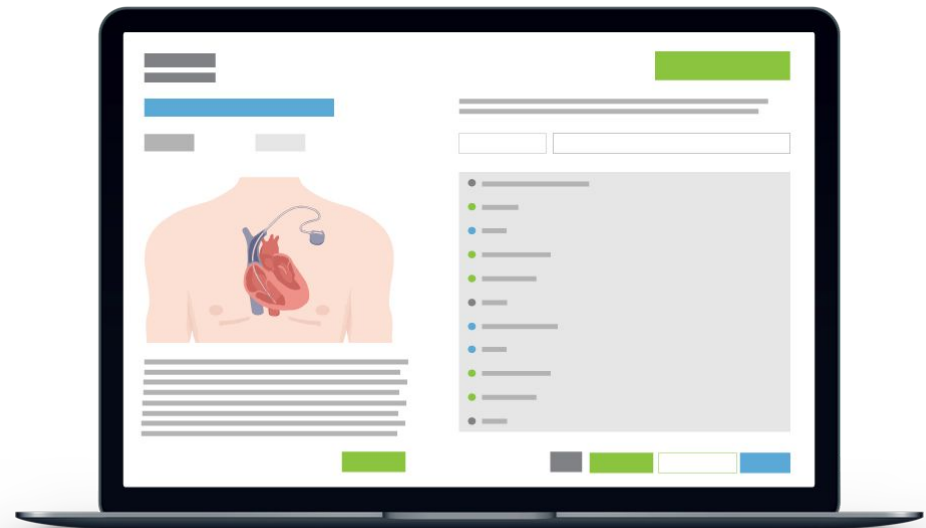


GreenLight Medical:

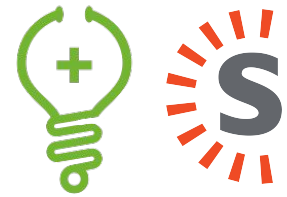
- A cloud software to simplify medical technology introduction and evaluation for health systems, physicians, and medical suppliers

GreenLight for Medical Device Companies:

- New technology introduction
- Hospital process digital workflow
- Value analysis transparency
- Physician/clinician engagement
- Value analysis committee prep
- Product information sharing
- Virtual sales enablement
- Increased hospital access

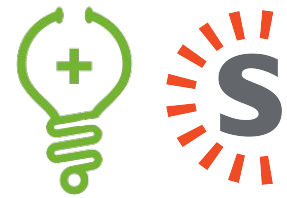


symplr Overview



- Our goal is to make compliant healthcare facility access easy through best-in-class technology, reporting and support. We connect the people who make healthcare work
- We work to facilitate clear communication between our healthcare facilities and vendors - especially important in today's environment
- We are part of a larger governance, risk and compliance organization; our sister lines of business are focused in provider management and workforce management

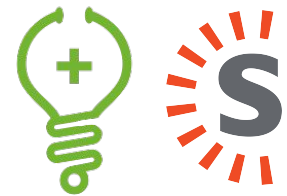
Major challenges are we seeing today in medical device sales?



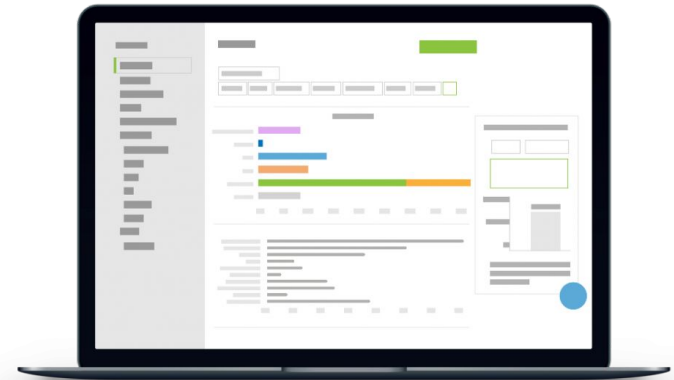
- Hospital product needs have fluctuated to sourcing PPE & COVID-19 concerns
- Getting physicians' and hospitals' attention while they are remote and/or you are not allowed in the facility
- Educating prospective physicians and supply chain virtually on your products
- Navigating hospital value analysis committees with increased information requirements, clinical evidence, financial, reimbursement, etc.
- Navigating remote product support and education when not allowed in facilities



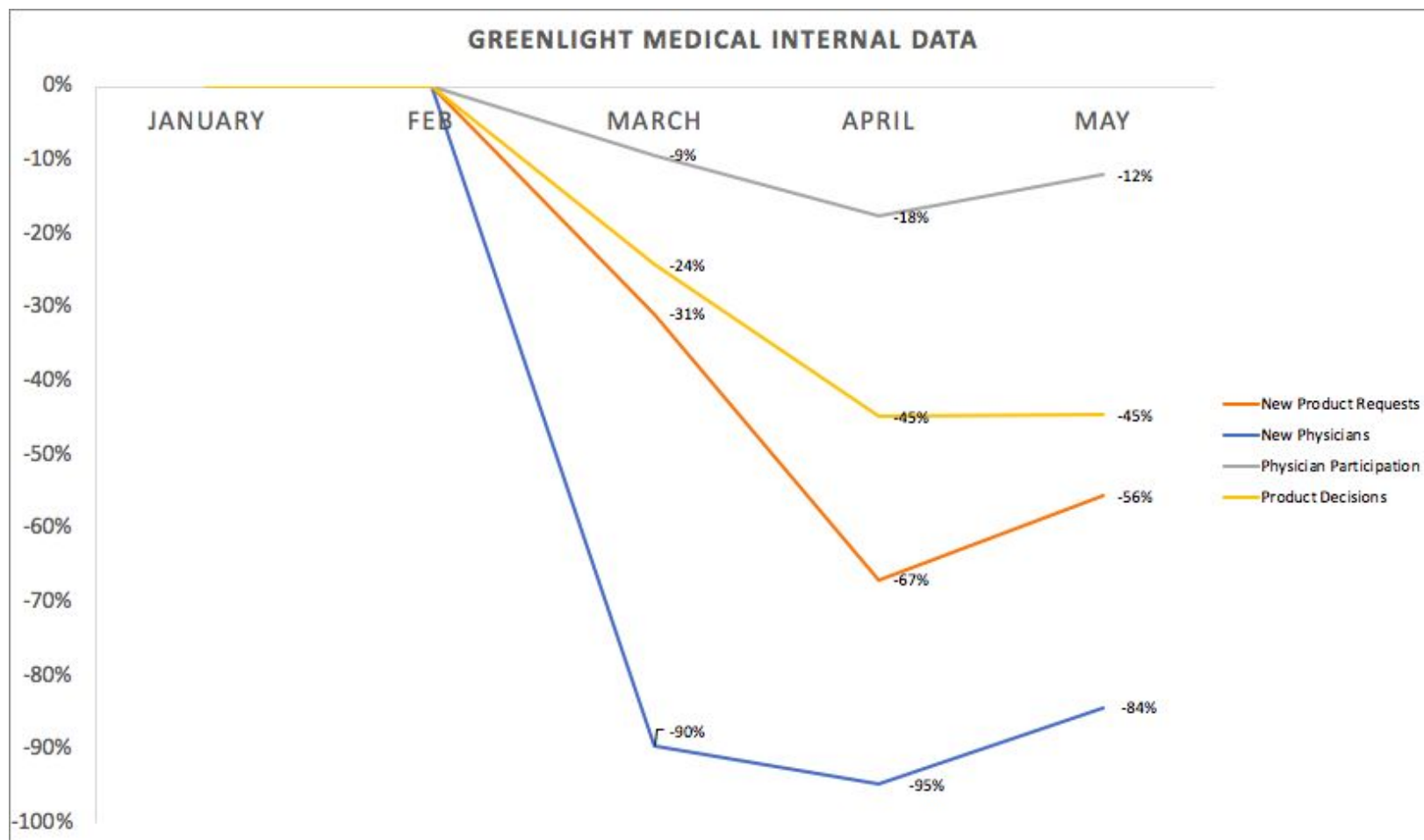
Why should you care about Value Analysis Committees?



- Shift from physician-centric sales model to “whole-hospital” sales model
- Value analysis committees are the medium by which decisions are made
- Value as the primary driver, shift to value-based care and clinically-integrated supply chains
- Hospitals use GreenLight for:
 - New product request management
 - Value analysis workflow
 - Physician engagement & communication
 - Product evaluation
 - Clinical evidence & product research
 - Hospital IDN connectivity

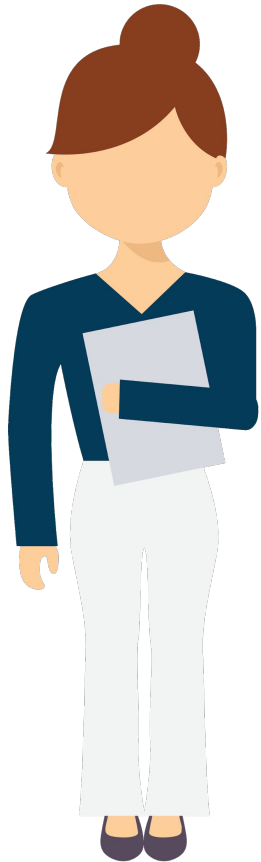
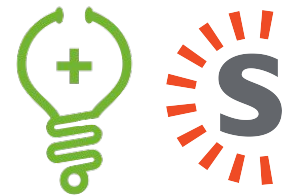


Impact on New Product Requests



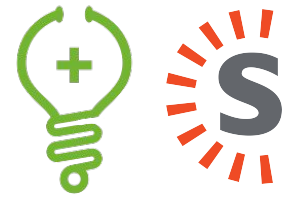
Source: GreenLight internal data as of May 26, 2020

How are hospital supply chains working differently in the COVID-19 era?



- Virtualization of responsibilities, higher leverage of software technology solutions
- Less frequent product requests are being considered, greater concentration of decision-making leadership
 - Physician chairs, service line leaders as key part of sales cycle
 - VP of supply chain, Directors, Value Analysis
 - CMO, CFO, CEO involved as price point increases or for capital equipment
- Greater emphasis on products for COVID-19
 - Movement toward return of elective procedures
 - Financial budgets will be prevailing concern
- Recent uptick in new product requests in month of May, stable on product decisions

In a virtual product request world, what are physicians & supply chains most concerned about?



Physicians:

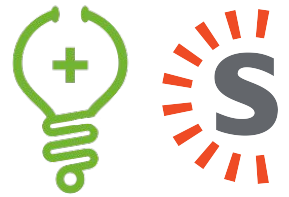
- Product specifications vs. like alternatives
- Clinical evidence
- Reimbursement

Supply chain:

- Physician/clinician input
- Comprehensive product request information
- Adherence to new product policy
- Regulatory status
- Cost-benefit analysis
- Reimbursement
- Clinical evidence
- On/off contract
- System approach vs. local autonomy
- Vendor credentialing in COVID era



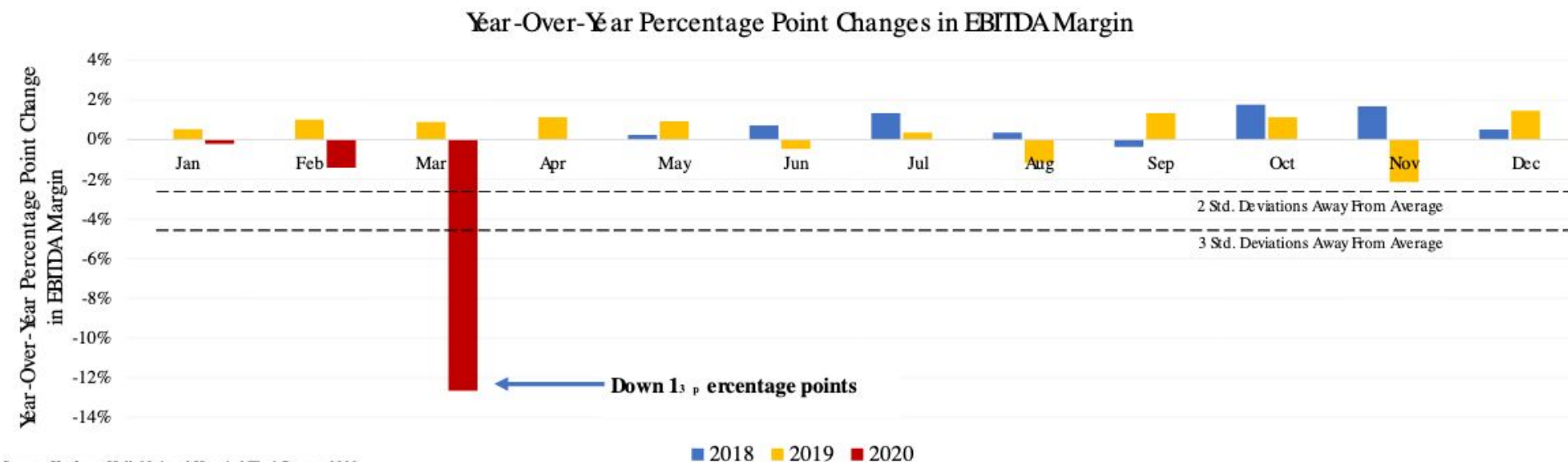
What major challenges are we seeing in credentialing?



- Influx of facility lockdowns, policies, acknowledgements, etc.
- Immediate downturn in elective surgeries
- Now:
 - tracking a constantly changing screening, credential, and policy landscape
 - Getting physical access to facilities



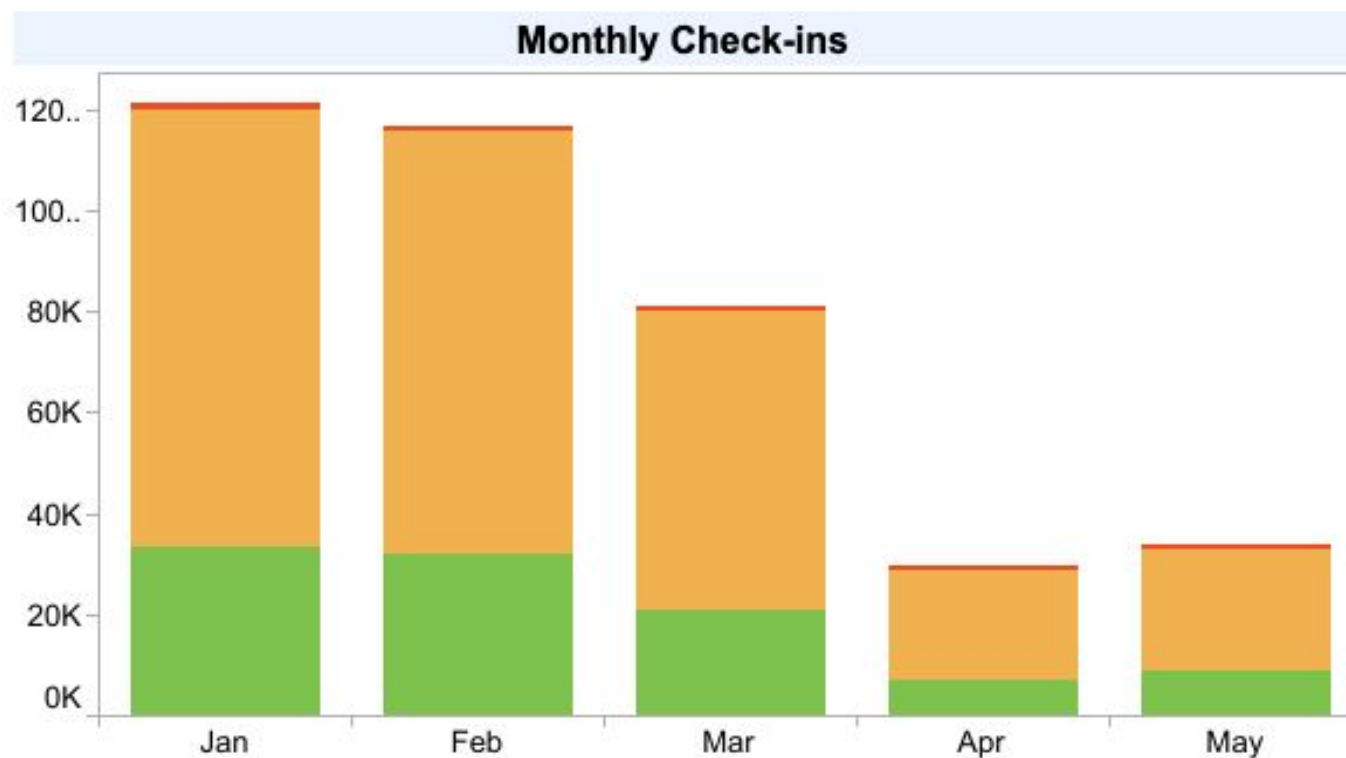
Impact on Hospital Revenue



Source: Kaufman Hall, National Hospital Flash Report, 2020

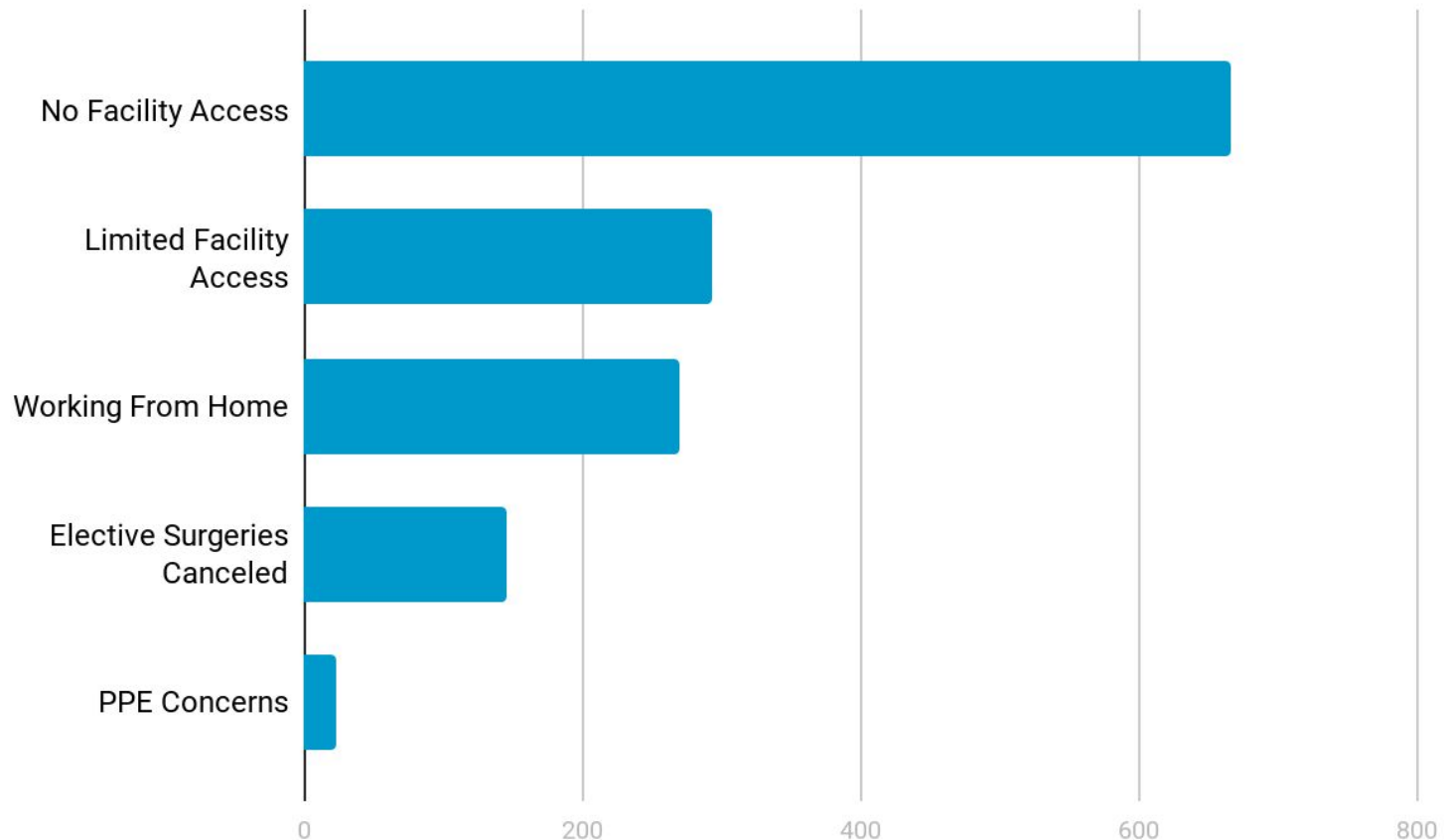
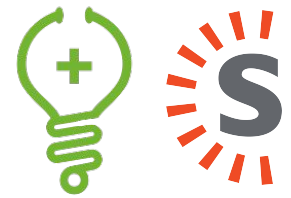
Source: Kaufman Hall National Hospital Flash Report, April 2020

Impact on Elective Procedures & Access



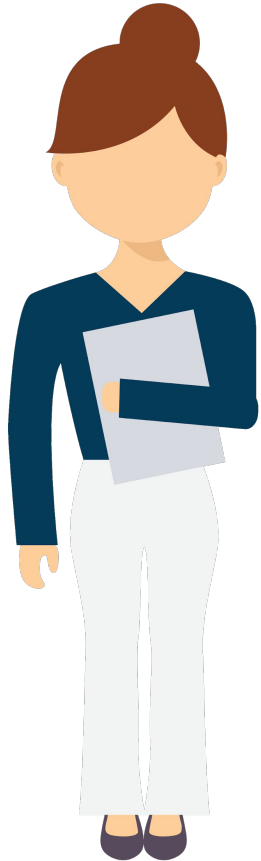
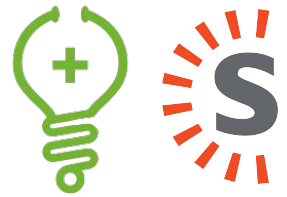
Source: symplr check-in data as of May 21, 2020

How has COVID-19 affected symplr's rep community?



Source: March 2020 Survey of Registered symplr Vendor reps

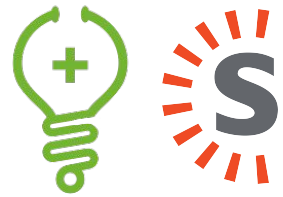
How has COVID-19 affected symplr facilities?



In a May 2020 survey of symplr facility administrators:

- 92% of respondents' facilities had restricted vendor access as a result of COVID-19
- 80% respondents are now only allowing essential vendors
- Admins expressed interest in learning more about the following topics:
 - Strategies for managing essential vendors
 - Tracking supply shortages & understanding product availability
 - Holistic facility access management
 - Managing supply chain needs with limited resources

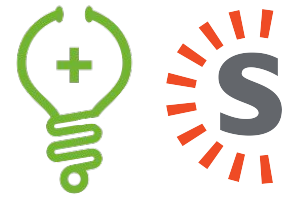
How will credentialing & compliance change in a more virtual world?



- Credentialing is still compliance, whether virtual or not
 - Facilities are going to look at gaps in their credentialing & fill them in the name of patient safety
- Staying credentialed is important for eventual physical access
 - We can expect a phased approach to reopening, but now including COVID-specific requirements
- Temporary relaxing of other credential requirements
- Proactive credentialing activities include:
 - Checking your symplr app daily
 - Thoroughly reading facility communications & policies



What lasting changes can we expect after COVID-19?



- Since physical access will continue to be restricted in the name of patient safety, virtual tools will continue to play a vital role
- Expect expanded credentialing, even for non-onsite access, or roles outside of patient care
- In-person cold-visits could be eliminated
- Whole hospital sales approach with expanded stakeholders and personas

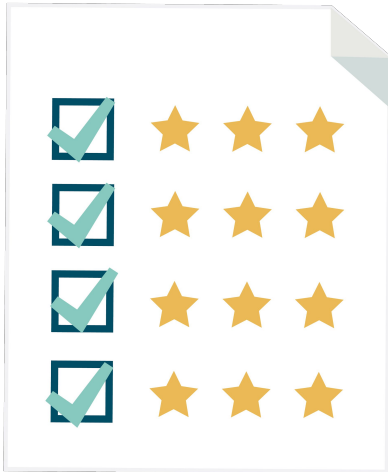
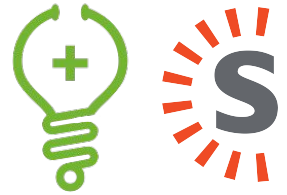


Strategies for Virtual Sales in the New Normal

Five Strategies

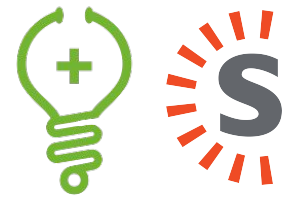
1. Keep up with changing hospital processes
2. Gain buy-in from multiple stakeholders
3. Prepare for Value Analysis Committee review
4. Use a consultative sales approach
5. Leverage a strong sales tech stack

1. Understand hospitals' changing processes.



- Processes
 - Understand the new rules of engagement at each hospital
 - Keep your credentialing up to date & check in on updates via the symplr app
 - Use marketing outreach to ensure physical delivery of devices for proposals
 - SDR Strategies - phone, email, texts, collateral

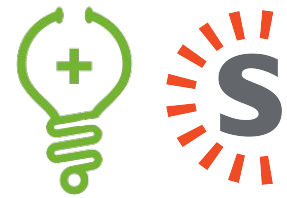
2. Expand your stakeholder strategy, educate and engage wider audience



- Physicians/clinicians
 - Champion physician
- Service line/nurse leadership
 - Budgetary authority
- Value analysis
 - Director
 - Manager
 - Coordinator
- Supply chain management
 - VP
 - Director
 - Manager
- CFO, CMO, CEO



3. Prepare for Value Analysis Committee review

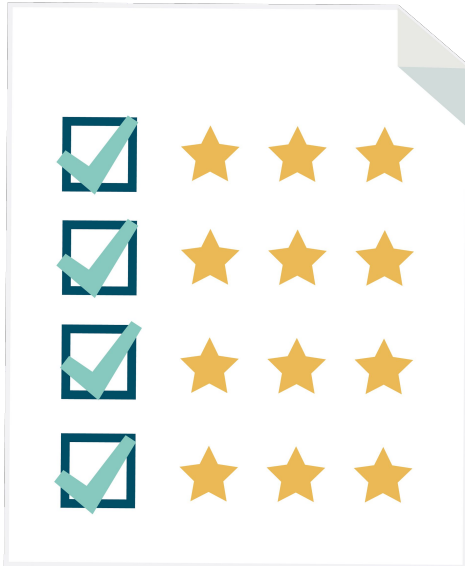
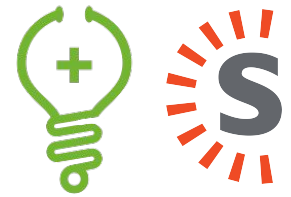


Value Analysis Checklist:

- Physician/clinician interest
- Product information
 - Manufacturer, Model/Catalog#, UOM
- Regulatory
 - FDA approval status, PMA, 510(k)
- Safety data
- Reimbursement
 - CPT, APC, DRG, HCPCS, Contribution margin assessment
- Pricing
 - Cost-benefit analysis, budget analysis
- Clinical evidence
- Contract status
 - On/off contract, GPO, national/local agreements
- Company & sales rep information
 - symplr credentialing status

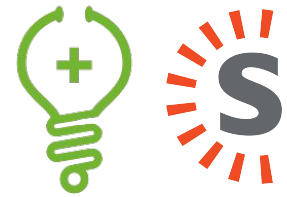


4. Use a consultative sales approach.

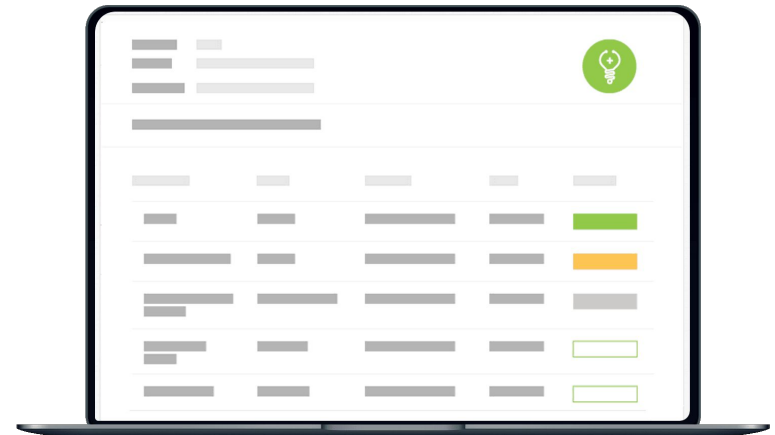


- Be empathetic - we're all adapting to whole new environment
 - Adjust your check-in cadence to align with overwhelmed stakeholders
- Be helpful & educational

5. Leverage a strong sales technology stack.



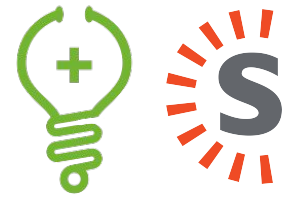
- LinkedIn Sales Navigator
- Loom or Soapbox for demo videos
- symplr Prospects Database
- CRM if you don't have it
- Transform medical device into virtual demo video
- Virtual OR/remote assistance
- GreenLight Medical Rep Connect



Recap: Five Strategies

1. Keep up with changing hospital processes
2. Gain buy-in from multiple stakeholders
3. Use a Value Analysis Committee checklist
4. Use a consultative sales approach
5. Leverage a strong sales tech stack

GreenLight Medical Virtual Sales Enablement



Product Research Library

- Library of all medical devices available for physician and hospital product education
- Linked directly to hospital new product request process
- Add your company's products

Rep Connect

- Virtual sales enablement
- Vendor connected directly to the products in the GreenLight Library
- Immediate awareness for hospitals and physicians to responsible vendor
- Product requests made by hospital users direct from GreenLight Product Library
- Widen territory and digital reach, be part of the growing network of hospital use



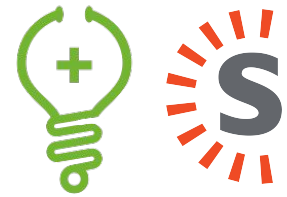
GreenLight Rep Connect Access
support@greenlightmedical.com

Request access code for
“Rep Connect”

**Sign up for Rep Connect today via
GreenLight Medical Support**

Q&A

Contact Information



GreenLight Vendor Support
support@greenlightmedical.com
(629) 888-2920



symplr Vendor Support
support@symplr.com
1.866.373.9725
Live Chat on symplr.com

Corporate Group Accounts
hello@symplr.com

Thank you

APPENDIX

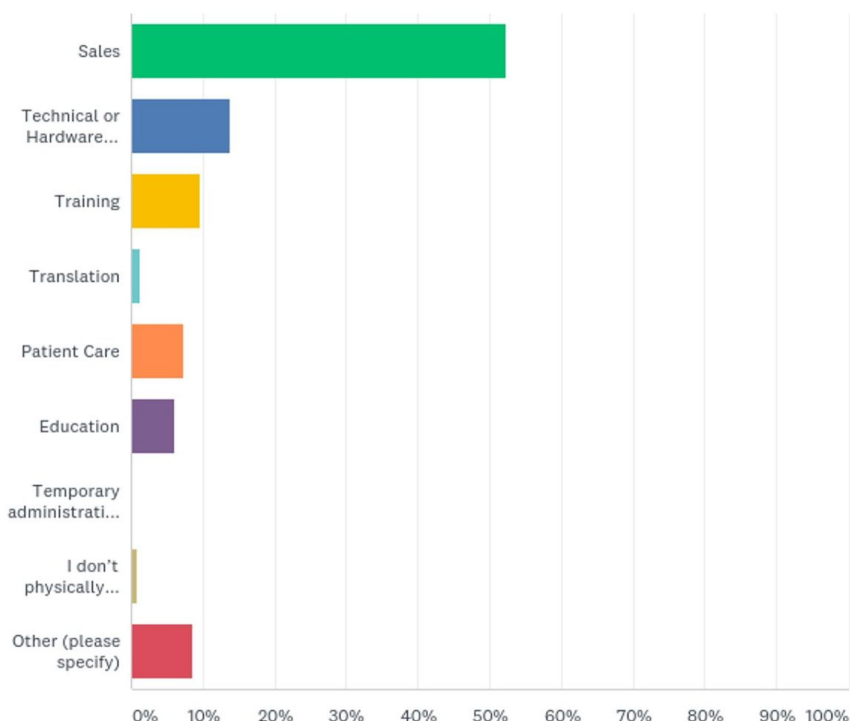
March symplr Vendor Survey



Q1:

Please select the kind of activities you do while onsite at a healthcare facility.

Answered: 2,265 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sales	52.27%	1,184
Technical or Hardware Services	13.82%	313
Training	9.67%	219
Translation	1.32%	30
Patient Care	7.42%	168
Education	6.00%	136
Temporary administrative work	0.26%	6
I don't physically visit facilities	0.75%	17
Other (please specify)	8.48%	192
TOTAL		2,265

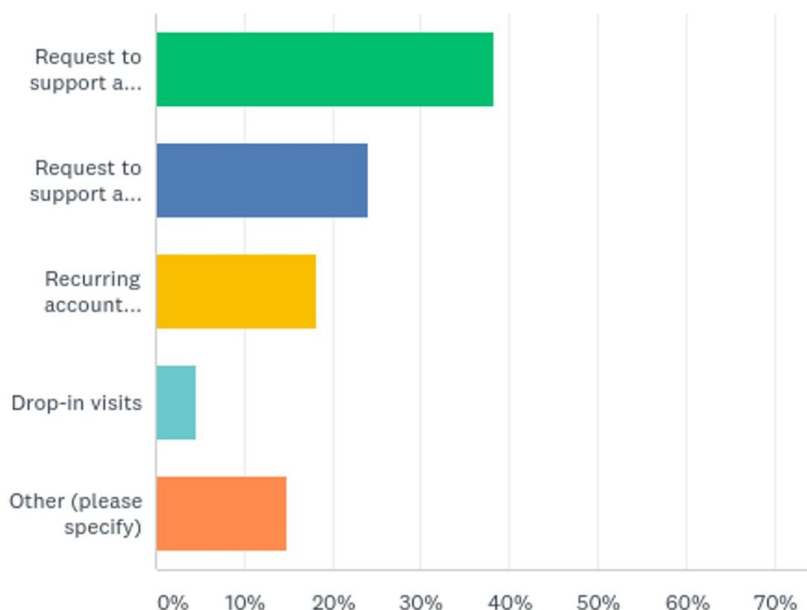
March symplr Vendor Survey



Q3:

What is the most common reason for your facility visits?

Answered: 2,264 Skipped: 1



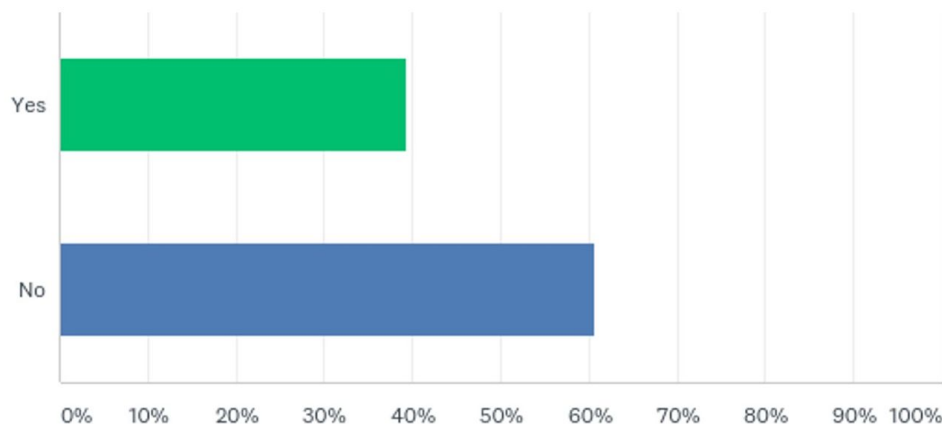
ANSWER CHOICES	RESPONSES
Request to support a patient specific case	38.30% 867
Request to support a project, training, or operations specific to a care area, but not directly related to a specific patient	24.03% 544
Recurring account management	18.20% 412
Drop-in visits	4.55% 103
Other (please specify)	14.93% 338
TOTAL	2,264

March symplr Vendor Survey



Q6: Do you currently use a CRM system?

Answered: 2,151 Skipped: 114



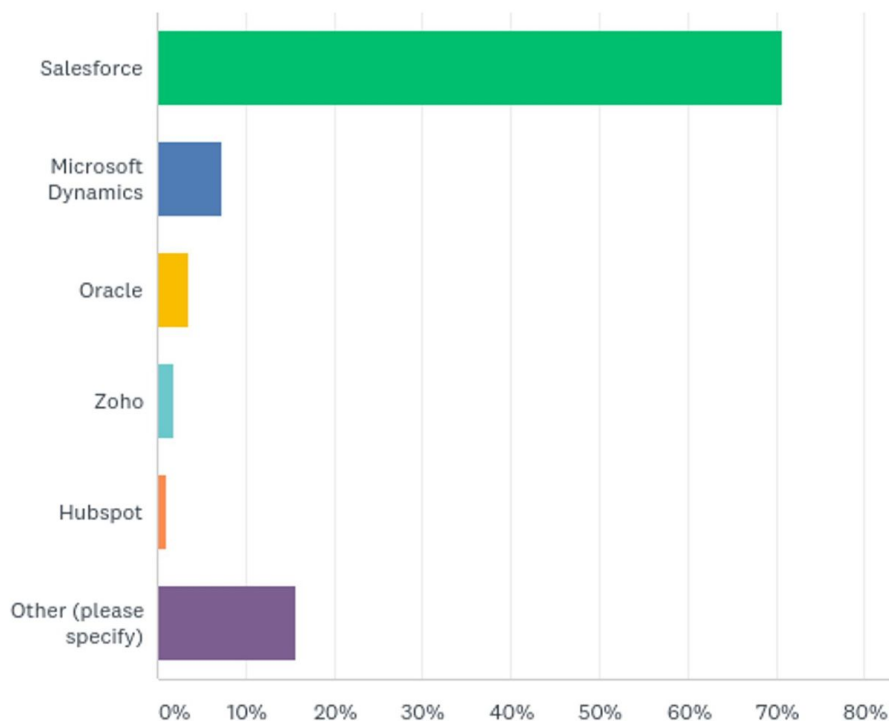
ANSWER CHOICES	RESPONSES	
Yes	39.24%	844
No	60.76%	1,307
TOTAL		2,151



March symplr Vendor Survey

Q7: Which CRM do you use?

Answered: 825 Skipped: 1,440



ANSWER CHOICES	RESPONSES	
Salesforce	70.67%	583
Microsoft Dynamics	7.27%	60
Oracle	3.52%	29
Zoho	1.82%	15
Hubspot	1.09%	9
Other (please specify)	15.64%	129
TOTAL		825

March symplr Vendor Survey



Q9:

COVID-19 has affected our entire healthcare community. If you're comfortable sharing below, tell us how COVID-19 has affected you in your day-to-day role.

“other” response tags

elective surgery	<div><div></div></div>	9.82%	145	other	<div><div></div></div>	10.83%	160
expiring credentials	<div><div></div></div>	0.34%	5	outlier	<div><div></div></div>	1.29%	19
health concerns	<div><div></div></div>	2.44%	36	PPE	<div><div></div></div>	1.56%	23
limited access	<div><div></div></div>	19.84%	293	product feedback	<div><div></div></div>	1.15%	17
no access	<div><div></div></div>	45.09%	666	refund/extension	<div><div></div></div>	0.95%	14
no change	<div><div></div></div>	2.03%	30	wfh/sip	<div><div></div></div>	18.21%	269
no work or furlough	<div><div></div></div>	3.99%	59				
onsite screening	<div><div></div></div>	1.22%	18				