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Accenture
Healthcare Disrupted

Sales and Marketing
Video Transcript

Accenture Healthcare Disrupted Sales and Marketing Video Transcript

Sales and marketing historically saw physicians as a point of relationship to build, sustain. In many diseases, that particular relationship, while important, is not sufficient to actually drive commercial benefit. You are going to find the need to interact with a health system that actually looks more like a business-to-business relationship, where actually we need to bring together data and information, perhaps even make the case why sets of services can achieve a differentiated outcome. So what actually arms the commercial organization, the insights they need to have available, actually becomes a new part of the marketing and sales dialog in the future.

There are fundamental changes that happen when you move from being a product-orientated push organization to being much more of an embracing service organization and they will ripple right through the sales and marketing process. You will need different types of sales forces; you will need to leverage a multi-channel environment. You've got a consumerization of the patient, digital expectations of the traditional doctors. You've got an entire ecosystem of caregivers, providers, payers that you need to actually rally around and get involved in the sales and marketing process.