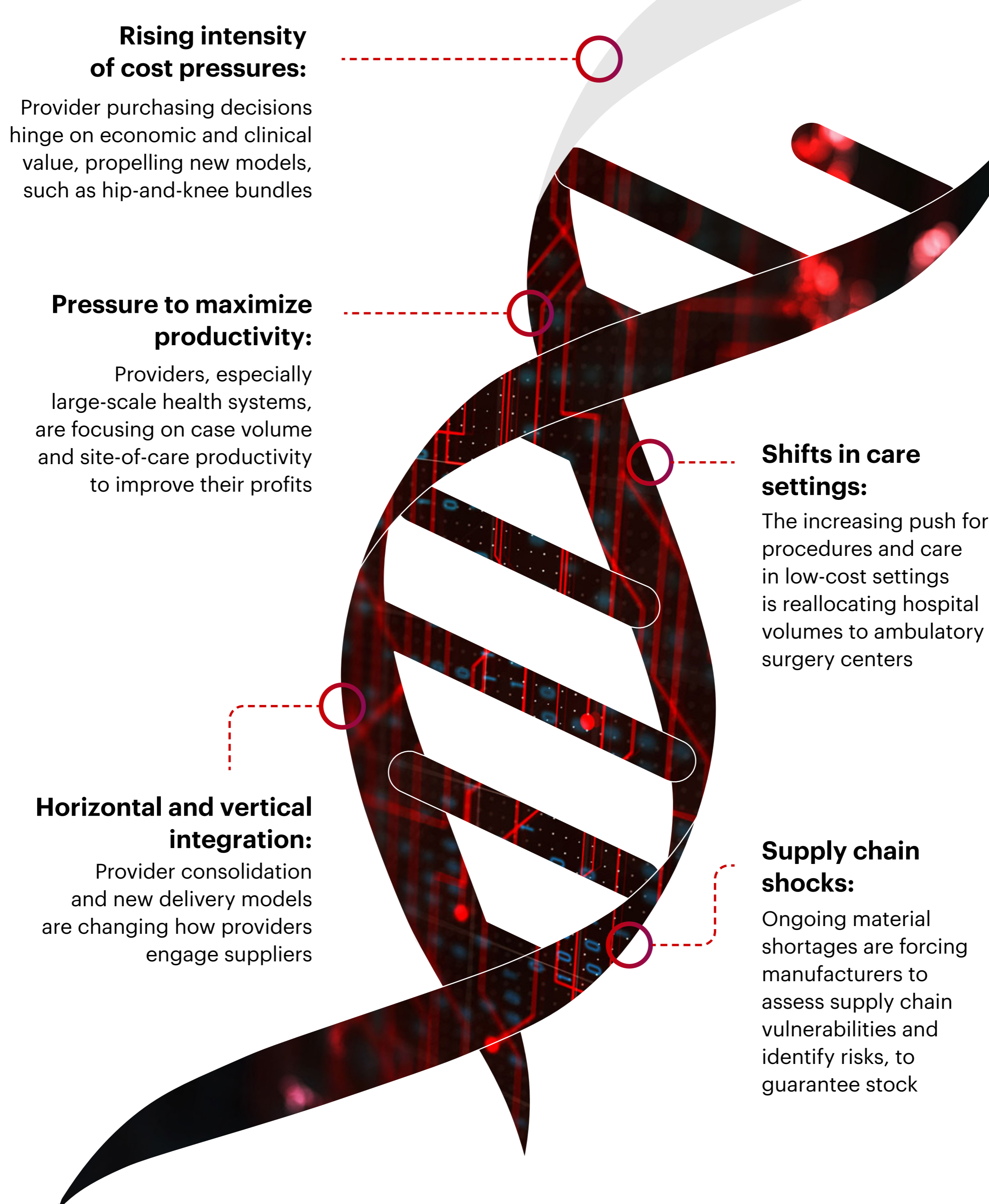


Seven Ways Medtech Companies Can Make the Most of Digital Investments

As several forces rapidly reshape the market, industry leaders are linking digital opportunities to their biggest strategic bets.

Over the next five years, medtech companies will face major disruptions



Winners will adapt by applying digital solutions to seven strategic priorities

STRATEGIC PRIORITY

Unparalleled provider experience through improved workflows

DIGITAL APPLICATIONS

Connected devices and data collection platforms
Augmented reality (AR) or virtual reality (VR) surgeon training and preoperative planning
Robotic surgery platforms

WHAT SUCCESS LOOKS LIKE

Seamless, connected user experiences across a variety of products and services

STRATEGIC PRIORITY

Turbocharged commercial capabilities

DIGITAL APPLICATIONS

Virtual selling and engagement tools, such as AR or VR demos
Advanced analytics for enhanced customer segmentation and marketing
Automated tools for real-time, personalized dynamic pricing

WHAT SUCCESS LOOKS LIKE

Data-driven tools arm the commercial team with detailed, customized recommendations on how to engage with customers—including timing, pricing, products, services, and more

STRATEGIC PRIORITY

The factory of the future

DIGITAL APPLICATIONS

3D printing
Artificial intelligence (AI) and collaborative robots to automate the manufacturing line

WHAT SUCCESS LOOKS LIKE

Fully automated, smart manufacturing plants

STRATEGIC PRIORITY

A resilient and flexible supply chain

DIGITAL APPLICATIONS

Advanced analytics and AI to manage inventory, prevent stock-outs, and forecast future demand

WHAT SUCCESS LOOKS LIKE

A supply chain control tower with precise, end-to-end visibility, enabling a swift response to disruption

STRATEGIC PRIORITY

Cost savings on noncore functions

DIGITAL APPLICATIONS

Advanced automation of selling, general, and administrative processes

WHAT SUCCESS LOOKS LIKE

Superior service levels and cost savings that can be reinvested in innovation

STRATEGIC PRIORITY

Rapid product innovation

DIGITAL APPLICATIONS

Next-gen clinical trials with data-enabled design and patient recruitment

WHAT SUCCESS LOOKS LIKE

Market-leading products and services as a result of continuous innovation

STRATEGIC PRIORITY

New business models

DIGITAL APPLICATIONS

Selling data or software

WHAT SUCCESS LOOKS LIKE

A winning alternative revenue model