

5 ps of healthcare marketing

The 5 P's of Healthcare Marketing: A Holistic Approach to Patient Acquisition and Retention

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Publisher: Healthcare Marketing Insights, a leading publisher of industry research and best practices in healthcare marketing.

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Abstract: This article delves into the crucial "5 P's of healthcare marketing," offering a comprehensive narrative enriched with personal anecdotes and real-world case studies. We explore how a well-rounded strategy utilizing Product, Price, Place, Promotion, and People can significantly impact a healthcare organization's success in attracting and retaining patients.

1. Product: Defining Your Unique Value Proposition in the 5 P's of Healthcare Marketing

The first 'P' in our exploration of the 5 P's of healthcare marketing is Product. This isn't just about the services you offer; it's about defining your unique value proposition. What makes your hospital, clinic, or practice different? What problem do you solve better than anyone else?

Early in my career, I worked with a small, specialized physiotherapy clinic struggling to attract new patients. They offered excellent care, but their marketing was generic and didn't highlight their expertise in treating sports injuries. By focusing on their niche and rebranding their materials to target athletes and active individuals, we dramatically increased their patient acquisition. This is the power of defining your specific product and communicating its value effectively within the framework of the 5 P's of healthcare marketing.

Consider these key aspects when defining your product within the 5 P's of healthcare marketing:

Specializations: What are your unique areas of expertise?

Technology: Do you utilize cutting-edge technology or innovative techniques?

Patient experience: What makes your patient experience exceptional?

Outcomes: What measurable results can you demonstrate for your patients?

2. Price: Strategic Pricing within the 5 P's of Healthcare Marketing

The second 'P', Price, is often a sensitive topic in healthcare. However, understanding your pricing strategy is critical for success within the 5 P's of healthcare marketing. This goes beyond simply setting fees; it involves considering your target market's affordability, your competitor's pricing, and your overall value proposition.

I once consulted with a dermatology practice that was losing patients to a competitor offering cheaper procedures. However, a closer examination revealed that the competitor was using inferior products and techniques, resulting in subpar outcomes. By highlighting the superior quality of their services and offering flexible payment options, we helped the practice regain lost patients and attract new ones. This demonstrates the crucial role of transparent pricing strategies within the 5 P's of healthcare marketing.

Effective pricing strategies within the 5 P's of healthcare marketing include:

Value-based pricing: Emphasizing the value of your services over simply the cost.

Package deals: Offering bundled services at a discounted price.

Payment plans: Providing flexible payment options to make your services more accessible.

3. Place: Accessibility and Convenience in the 5 P's of Healthcare Marketing

The third 'P' – Place – refers to the accessibility and convenience of your services. In today's digital age, "place" extends far beyond your physical location. It encompasses your online presence, your accessibility through telehealth, and your overall patient experience.

A rural hospital I worked with was facing a decline in patient numbers due to limited access. By implementing a robust telehealth program and partnering with local transportation services, we significantly increased their reach and improved patient access. This highlights the importance of thinking strategically about "place" in the context of the 5 P's of healthcare marketing.

Key considerations for "place" within the 5 P's of healthcare marketing:

Physical location: Is your facility conveniently located and easily accessible?

Online presence: Do you have a user-friendly website and strong social media presence?

Telehealth capabilities: Do you offer virtual appointments?

Accessibility features: Do you cater to patients with disabilities?

4. Promotion: Effective Communication in the 5 P's of Healthcare Marketing

The fourth 'P', Promotion, is all about how you communicate your value proposition to your target audience. This involves a multi-channel approach, incorporating digital marketing, traditional advertising, public relations, and content marketing.

A case study involving a cardiology practice showed that a targeted social media campaign focused on educating patients about heart health dramatically increased patient referrals. This demonstrates how powerful targeted promotional activities can be.

Effective promotional strategies within the 5 P's of healthcare marketing include:

Content marketing: Creating valuable and engaging content, such as blog posts and videos.

Social media marketing: Building a strong online presence and engaging with potential patients.

Search engine optimization (SEO): Optimizing your website to rank higher in search results.

Public relations: Building relationships with media outlets and securing positive coverage.

Paid advertising: Utilizing paid advertising channels, such as Google Ads and social media ads.

5. People: The Human Touch in the 5 P's of Healthcare Marketing

The final 'P', People, is perhaps the most critical aspect of the 5 P's of healthcare marketing. It's about the human interaction – the doctors, nurses, administrative staff, and everyone who interacts with patients. A positive patient experience is paramount.

I've witnessed firsthand how a compassionate and empathetic staff can build trust and loyalty among patients. Conversely, a negative experience can quickly lead to negative word-of-mouth and damage a healthcare organization's reputation. Therefore, prioritizing the quality of your staff and fostering a culture of excellent patient care is indispensable in any healthcare marketing strategy.

Key elements of "people" within the 5 P's of healthcare marketing are:

Employee training: Ensuring your staff is well-trained and equipped to provide excellent care.

Customer service: Prioritizing exceptional customer service and addressing patient concerns promptly.

Patient feedback: Actively soliciting and responding to patient feedback.

Doctor-patient communication: Fostering open and honest communication between doctors and patients.

Conclusion:

The 5 P's of healthcare marketing—Product, Price, Place, Promotion, and People—are interconnected and mutually reinforcing. By carefully considering each element and implementing a holistic strategy, healthcare organizations can effectively attract and retain patients, build a strong brand reputation, and achieve their business objectives. Remember, effective healthcare marketing is not just about attracting new patients; it's about building lasting relationships and fostering a culture of trust and care.

FAQs:

1. How can I measure the success of my healthcare marketing efforts? Use key performance indicators (KPIs) like website traffic, patient referrals, social media engagement, and patient satisfaction scores.
1. What is the role of digital marketing in the 5 P's of healthcare marketing? Digital marketing is crucial for reaching a wider audience, building brand awareness, and driving patient acquisition.
1. How can I improve my patient experience to enhance my healthcare marketing? Focus on clear communication, efficient scheduling, convenient access, and empathetic care.
1. What are some cost-effective healthcare marketing strategies? Content marketing, SEO, and social media marketing are relatively cost-effective options.
1. How can I build a strong online reputation for my healthcare practice? Respond to online reviews, actively engage with patients on social media, and showcase positive patient testimonials.

1. What are some ethical considerations in healthcare marketing? Avoid misleading claims, protect patient privacy, and ensure transparency in your pricing and services.
1. How can I target specific demographics in my healthcare marketing? Use data analytics to understand your target audience's preferences and tailor your messaging accordingly.
1. What is the importance of compliance in healthcare marketing? Adhering to HIPAA and other regulations is crucial to avoid legal and ethical issues.
1. How can I stay updated on the latest trends in healthcare marketing? Follow industry publications, attend conferences, and network with other professionals in the field.

Related Articles:

1. Crafting a Compelling Value Proposition in Healthcare Marketing: This article explores the importance of clearly defining your unique value proposition and communicating it effectively to your target audience.
1. The Power of Storytelling in Healthcare Marketing: This article discusses the use of storytelling to connect with patients on an emotional level and build trust.
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1. Effective Social Media Strategies for Healthcare Professionals: This article explores best practices for using social media to engage with patients and build brand awareness.
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1. Utilizing Email Marketing to Reach Healthcare Consumers: This article explores strategies for effective email marketing to engage and educate potential patients.
1. HIPAA Compliance in Healthcare Marketing: A Practical Guide: This article provides a practical guide to complying with HIPAA regulations when marketing your healthcare services.

5 Ps of Healthcare Marketing: A Comprehensive Guide

Author: Dr. Anya Sharma, PhD, MBA – A leading healthcare marketing consultant with 15 years of experience in strategic planning and implementation for hospitals, clinics, and pharmaceutical companies.

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Summary: This comprehensive guide delves into the crucial "5 Ps of Healthcare Marketing" – Product, Price, Place, Promotion, and People – providing actionable strategies and insightful advice for healthcare providers seeking to enhance their market presence and patient engagement. The guide highlights best practices, common pitfalls, and real-world examples, equipping readers with the knowledge to effectively navigate the complexities of healthcare marketing.

Keywords: 5 Ps of healthcare marketing, healthcare marketing strategy, healthcare marketing plan, product marketing healthcare, pricing strategies healthcare, healthcare distribution channels, healthcare promotion, healthcare branding, patient experience, healthcare marketing best practices, healthcare marketing pitfalls.

Introduction to the 5 Ps of Healthcare Marketing

The healthcare industry is unique, demanding a sophisticated and empathetic approach to marketing. Unlike other sectors, healthcare marketing prioritizes trust, ethical considerations, and patient well-being above all else. Understanding and effectively employing the "5 Ps of Healthcare Marketing" – Product, Price, Place, Promotion, and People – is crucial for success. This guide will provide a detailed explanation of each "P", outlining best practices and common pitfalls to avoid.

1. Product: Defining Your Healthcare Offering

In healthcare, your "product" encompasses more than just medical services. It's the complete patient experience, including:

Services Offered: Clearly define the specific medical services and treatments you provide. Highlight your specializations and unique selling propositions (USPs).

Quality of Care: Showcase your commitment to high-quality care through accreditations, certifications, and patient testimonials.

Technology & Innovation: Highlight the use of advanced technologies and innovative treatment methods.

Patient Experience: Emphasize the comfort, convenience, and empathy offered throughout the patient journey.

Best Practices: Develop detailed service descriptions, focusing on patient benefits. Use high-quality visuals and testimonials to build trust.

Pitfalls: Failing to highlight your USPs, neglecting patient experience

aspects, and overpromising.

2. Price: Setting Your Healthcare Fees Strategically

Pricing in healthcare is complex, balancing profitability with accessibility and ethical considerations. Factors to consider include:

Competitor Pricing: Research competitor pricing to ensure your fees are competitive yet profitable.

Insurance Reimbursement Rates: Negotiate favorable reimbursement rates with insurance providers.

Value-Based Pricing: Consider pricing based on the value delivered to patients, focusing on outcomes.

Payment Plans & Financing Options: Offer flexible payment options to enhance accessibility.

Best Practices: Develop a transparent pricing structure, explain the value of your services clearly, and offer various payment options.

Pitfalls: Charging excessively high or low prices, lacking transparency, and failing to consider insurance reimbursement rates.

3. Place: Reaching Your Target Patients

"Place" in healthcare marketing refers to the accessibility and convenience of your services:

Physical Location: Ensure your facility is conveniently located, accessible, and well-maintained.

Online Presence: Develop a user-friendly website, active social media presence, and online appointment scheduling.

Community Engagement: Participate in local events and build relationships with community organizations.

Telehealth & Remote Services: Leverage telehealth options to expand your reach and improve accessibility.

Best Practices: Optimize your website for search engines (SEO), create a strong online presence, and actively engage with the community.

Pitfalls: Neglecting online presence, having an inconvenient location, and failing to adapt to changing patient preferences.

4. Promotion: Marketing Your Healthcare Services Effectively

Promotion encompasses all communication strategies designed to raise awareness and attract patients:

Content Marketing: Create informative and engaging content such as blog posts, articles, and videos.

Social Media Marketing: Use social media platforms to connect with patients and build your brand.

Public Relations: Build relationships with media outlets and secure positive press coverage.

Search Engine Optimization (SEO): Optimize your website and content for search engines to improve visibility.

Paid Advertising: Consider using paid advertising channels such as Google Ads and social media ads.

Best Practices: Develop a consistent brand message, use various marketing channels strategically, and track your results.

Pitfalls: Using inappropriate marketing tactics, focusing on quantity over quality, and neglecting analytics.

5. People: Building Strong Patient Relationships

The "People" aspect of the 5 Ps of healthcare marketing emphasizes the importance of patient experience:

Staff Training: Train your staff to provide excellent customer service and build rapport with patients.

Patient Communication: Maintain clear and consistent communication with patients throughout their healthcare journey.

Feedback Collection: Collect patient feedback to identify areas for improvement and enhance the patient experience.

Building Trust: Foster trust by demonstrating empathy, competence, and transparency.

Best Practices: Invest in staff training, actively solicit and respond to patient feedback, and create a culture of empathy and patient-centricity.

Pitfalls: Neglecting staff training, poor communication, and failing to address patient concerns.

Conclusion

Mastering the 5 Ps of healthcare marketing is vital for success in today's competitive healthcare landscape. By carefully considering each "P" and implementing effective strategies, healthcare providers can build a strong brand, attract new patients, and deliver exceptional care. Remember that ethical considerations and patient well-being should always be at the forefront of your marketing efforts. This requires consistent monitoring, analysis, and adaptation to the ever-evolving needs of your patients and the healthcare industry.

FAQs

1. What is the most important "P" in healthcare marketing? While all five are crucial, "People" (patient experience) is arguably the most important, as positive patient experiences drive loyalty and referrals.
1. How can I measure the success of my healthcare marketing efforts? Track key metrics such as website traffic, social media engagement, patient acquisition costs, and patient satisfaction scores.
1. What are some ethical considerations for healthcare marketing? Avoid misleading claims, protect patient privacy, and ensure transparency in pricing and services.
1. How can I build trust with my patients through marketing? Showcase patient testimonials, highlight your credentials and expertise, and maintain clear, honest communication.
1. What is the role of technology in healthcare marketing? Technology enables personalized communication, telehealth services, online appointment scheduling, and data-driven decision-making.
1. How can I target specific patient demographics? Use data analytics and market research to understand your target audience's needs and preferences. Tailor your marketing messages accordingly.
1. What is the difference between healthcare marketing and traditional marketing? Healthcare marketing prioritizes ethical considerations, patient trust, and long-term relationships over short-term sales.
1. How important is content marketing in healthcare? It's vital. High-

quality content builds trust, educates patients, and positions your practice as a thought leader.

1. What are the latest trends in healthcare marketing? Personalized medicine, telehealth integration, data-driven strategies, and video marketing are major current trends.

Related Articles

1. "Crafting Compelling Healthcare Messaging: A Guide to Effective Communication": Focuses on developing persuasive and empathetic messaging for healthcare marketing campaigns.
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1. "Enhancing the Patient Experience: A Key Component of Healthcare Marketing": Explores strategies for improving patient satisfaction and leveraging positive experiences for marketing purposes.

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create a more meaningful, direct, and satisfying type of interaction with patients. At its foundation lies cash-pay healthcare and a return to the basic principles of commerce. You deliver services and products, and an experience that patients feel good about paying for with their hard-earned cash. This may involve a new payment structure, such as membership, concierge, hybrid, or direct pay; or it may be augmenting your business by adding new profit streams. It's simple, but not easy. In this breakthrough book, Dr. Mark Tager and Stewart Gandolf provide a practitioner's step-by-step guide to starting, growing and profiting from cash-pay healthcare. You'll find checklists, bulleted lists, helpful examples, and a guide to the best resources to help you along the way. No matter where you are along the continuum of generating additional revenue, you'll come away more confident and committed to growing your practice and serving your patients.

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units, remote monitoring, social networking, and wearable devices, in conjunction with the push for electronic health records, is changing the delivery of health care in rural and urban environments. This report also summarizes actions that the U.S. Department of Health and Human Services (HHS) can undertake to further the use of telehealth to improve health care outcomes while controlling costs in the current health care environment.

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or poor quality. There are no universally accepted standards for developing systematic reviews leading to variability in how conflicts of interest and biases are handled, how evidence is appraised, and the overall scientific rigor of the process. In Finding What Works in Health Care the Institute of Medicine (IOM) recommends 21 standards for developing high-quality systematic reviews of comparative effectiveness research. The standards address the entire systematic review process from the initial steps of formulating the topic and building the review team to producing a detailed final report that synthesizes what the evidence shows and where knowledge gaps remain. Finding What Works in Health Care also proposes a framework for improving the quality of the science underpinning systematic reviews. This book will serve as a vital resource for both sponsors and producers of systematic reviews of comparative effectiveness research.

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5 ps of healthcare marketing: The Future of Nursing 2020-2030 National Academies of Sciences Engineering and Medicine, Committee on the Future of Nursing 2020-2030, 2021-09-30 The decade ahead will test the nation's nearly 4 million nurses in new and complex ways. Nurses live and work at the intersection of health, education, and communities. Nurses work in a wide array of settings and practice at a range of professional levels. They are often the first and most frequent line of contact with people of all backgrounds and experiences seeking care and they represent the largest of the health care professions. A nation cannot fully thrive until everyone - no matter who they are, where they live, or how much money they make - can live their healthiest possible life, and helping people live their healthiest life is and has always been the essential role of nurses. Nurses have a critical role to play in achieving the goal of health equity, but they need robust education, supportive work environments, and autonomy. Accordingly, at the request of the Robert Wood Johnson Foundation, on behalf of the National Academy of Medicine, an ad hoc committee under the auspices of the National Academies of Sciences, Engineering, and Medicine conducted a study aimed at envisioning and charting a path forward for the nursing profession to help reduce inequities in people's ability to achieve their full health potential. The ultimate goal is the achievement of health equity in the United States built on strengthened nursing capacity and expertise. By leveraging these attributes, nursing will help to create and contribute comprehensively to equitable public health and health care systems that are designed to work for everyone. The Future of Nursing 2020-2030: Charting a Path to Achieve Health Equity explores how nurses can work to reduce health disparities and promote equity, while keeping costs at bay, utilizing

technology, and maintaining patient and family-focused care into 2030. This work builds on the foundation set out by The Future of Nursing: Leading Change, Advancing Health (2011) report.

5 ps of healthcare marketing: *Competitive Advantage* Michael E. Porter, 2008-06-30 Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of "clusters," or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter's theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

5 ps of healthcare marketing: *Ask a Manager* Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

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5 ps of healthcare marketing: *Race, Ethnicity, and Language Data* Institute of Medicine, Board on Health Care Services, Subcommittee on Standardized Collection of Race/Ethnicity Data for Healthcare Quality Improvement, 2009-12-30 The goal of eliminating disparities in health care in the United States remains elusive. Even as quality improves on specific measures, disparities often persist. Addressing these disparities must begin with the fundamental step of bringing the nature of the disparities and the groups at risk for those disparities to light by collecting health care quality information stratified by race, ethnicity and language data. Then attention can be focused on where interventions might be best applied, and on planning and evaluating those efforts to inform the development of policy and the application of resources. A lack of standardization of categories for race, ethnicity, and language data has been suggested as one obstacle to achieving more widespread

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5 ps of healthcare marketing: *Vital Signs* Institute of Medicine, Committee on Core Metrics for Better Health at Lower Cost, 2015-08-26 Thousands of measures are in use today to assess health and health care in the United States. Although many of these measures provide useful information, their usefulness in either gauging or guiding performance improvement in health and health care is seriously limited by their sheer number, as well as their lack of consistency, compatibility, reliability, focus, and organization. To achieve better health at lower cost, all stakeholders - including health professionals, payers, policy makers, and members of the public - must be alert to what matters most. What are the core measures that will yield the clearest understanding and focus on better health and well-being for Americans? Vital Signs explores the most important issues - healthier people, better quality care, affordable care, and engaged individuals and communities - and specifies a streamlined set of 15 core measures. These measures, if standardized and applied at national, state, local, and institutional levels across the country, will transform the effectiveness, efficiency, and burden of health measurement and help accelerate focus and progress on our highest health priorities. Vital Signs also describes the leadership and activities necessary to refine, apply, maintain, and revise the measures over time, as well as how they can improve the focus and utility of measures outside the core set. If health care is to become more effective and more efficient, sharper attention is required on the elements most important to health and health care. Vital Signs lays the groundwork for the adoption of core measures that, if systematically applied, will yield better health at a lower cost for all Americans.

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5 ps of healthcare marketing: Thriving in the Healthcare Market Glenn Pearson, FACHE, 2019-09-04 Interesting, engaging and informative with good examples. As Chief Medical Officer of a biotech startup that has to sell into the C-suite, I will be buying copies for our entire sales team. Bob Lubitz, MD, MPH, FACHE, MACP Chief Medical Officer, 30e Scientific, Inc. At 18% of GDP, healthcare represents a hugely attractive market for suppliers and vendors. Any sector this enormous requires support from dozens of entities: legal services organizations, design and

construction companies, pharmaceutical suppliers, utilities companies, information technology vendors, food services suppliers, consulting firms, medical equipment manufacturers, and many others. Although many of the standard business dynamics apply to healthcare, numerous quirks make this field unlike any other. Every company offering products to hospitals, physicians or any other healthcare organization will greatly benefit from understanding the industry's psychological climate. Just having a great product or service does not guarantee market success. The seller must know how to position its products and demonstrate genuine value. Industry outsiders selling to healthcare often get sidelined if they don't know the sector's unique communication protocols, clinical requirements, financial dynamics, and operating procedures. Even seasoned veterans sometimes stumble over an unexpected speedbump. This book identifies 84 pitfalls vendors often encounter and provides nearly 200 specific, immediate, and actionable recommendations for minimizing them or even avoiding them altogether. Although this advice will help anyone selling to healthcare organizations, it is especially relevant for companies introducing emerging, disruptive, and transformational technologies.

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