

Accelerating adoption and sales of innovative products in healthcare institutions



Meeting challenges in hospital product sales

Multiple challenges are associated with maximizing sales growth of hospital products, including the need to achieve the following:

- Demonstrate superior clinical benefits
- Validate economic benefits to the hospital
- Develop stakeholder support
- Accelerate product adoption by key influencers

DS&R addresses these challenges using two proven processes that demonstrate clinical and economic benefits to a target institution (**Healthcare Innovation Performance Assessment®**) while driving adoption and sales of innovative products (**Healthcare Accelerator for Technology Adoption®**).

Healthcare Innovation Performance Assessment (Healthcare IPA®)

- Captures and analyzes data hospitals need for decision making
- Demonstrates improved resource management as a result of superior clinical outcomes
- Accelerates adoption of innovative products

Healthcare Accelerator for Technology Adoption (Healthcare ATA®)

- Defines target hospital decision-making process
- Builds consensus among key influencers
- Creates adoption and innovation plan
- Streamlines and accelerates adoption of innovative products

These programs help **accelerate adoption** with the following **benefits**:

- Improved clinical outcomes
- Enhanced economics
- Increased sales



**Our unique and proven process
helps accelerate institutional market
access for your products.**

The Healthcare Innovation Performance Assessment – Healthcare IPA[®]

The innovative product sales challenge

Healthcare institutions may delay adoption of novel products due to the limited scope of health technology assessments, but corporations need to maximize sales of innovative products as quickly as possible. Growing sales of innovative products is linked to demonstrating how these products can help hospitals:

- Improve patient care
- Reduce costs
- Increase efficiency
- Decrease waiting lists

The Healthcare Innovation Performance Assessment (Healthcare IPA[®]) captures and analyzes data that healthcare institutions need to make better decisions about adopting innovations.

Diagnosis

Sales teams need data linking superior outcomes provided by innovative products to healthcare efficiencies and economic benefits.

Solution

The Healthcare IPA[®] provides this data. Improved efficiencies achieved with innovative products usually involve several departments and levels of care. Analysis of all the critical benefits with the Healthcare IPA[®] involves three key stages.

1	Define innovation benefits <ul style="list-style-type: none">• Clinical• Economic
2	Collect performance data <ul style="list-style-type: none">• Base case• Innovation case
3	Conduct assessment <ul style="list-style-type: none">• Assess results• Demonstrate benefits



Corporate

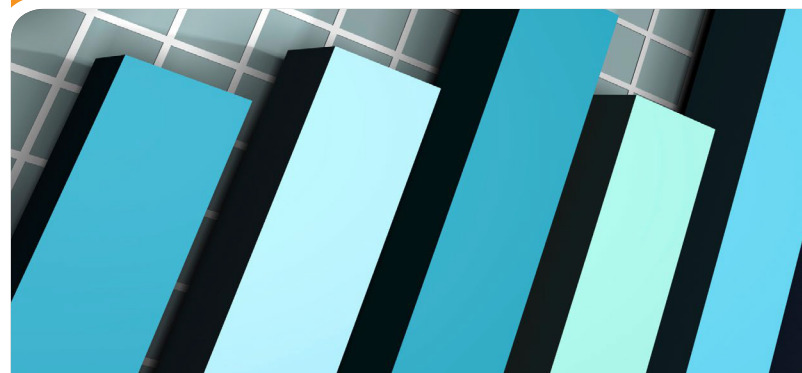
- **Sales:** Innovative products
- **Productivity:** Faster adoption of new technologies and sales effectiveness
- **Return on investment:** Accelerated sales growth

Healthcare Institution

- **Adoption:** Innovative products
- **Patient outcomes:** Improved efficacy and safety
- **Efficiencies:** Number of procedures, wait list management
- **Savings:** Better resource utilization and/or reduced costs

The Healthcare IPA[®] can be applied to the following areas and technologies:

- Medical Devices
- Diagnostics
- Medications
- Information Technology



Healthcare Accelerator for Technology Adoption – Healthcare ATA[®]

Challenge of accelerating use of innovations following a positive assessment

Increasing hospital utilization of products or innovations following a positive technology assessment (e.g. Healthcare IPA[®]) can be a significant challenge. The process of adopting new technologies by healthcare institutions can be a complex and slow task, especially when institutional processes and policies are involved, and no proven formula exists. Despite these challenges corporations need to maximize sales of innovative products.

Diagnosis

Delays to innovative technology adoption by hospitals are often due to time required to develop and secure key stakeholder support, create implementation strategies, and execute plans.

Solution

The Healthcare ATA[®] is a unique proven methodology to support rapid implementation of new technologies in a hospital. It involves 3 sequential steps.

1	Educate <ul style="list-style-type: none">• Define decision making• Trial
2	Review data <ul style="list-style-type: none">• Build consensus on innovation• Develop adoption approach
3	Reinforce <ul style="list-style-type: none">• Share data and adoption plan• Facilitate implementation



Corporate

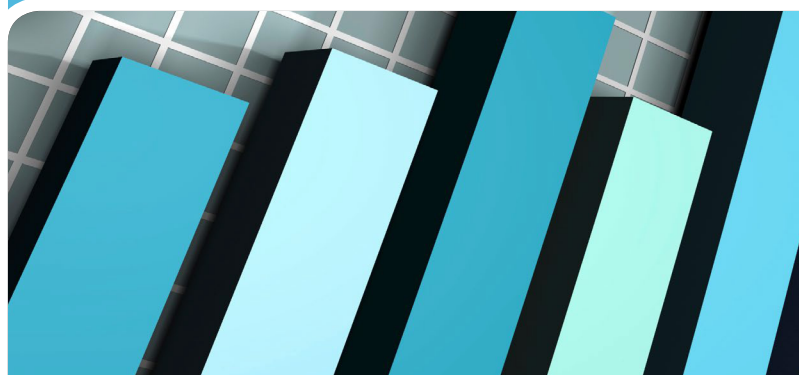
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Improving clinical outcomes while reducing hospital costs: Case study

Resistance to change is a major challenge in bringing products into a hospital, even those that support healthcare system sustainability. The objective of this case study is to illustrate a change management model that is applicable to medical devices, diagnostics, and pharmaceuticals in a hospital or institutional environment.

Overview

The chronic relapsing nature of schizophrenia is associated with significant resource utilization, with the greatest contributor to the cost of managing the disease being hospitalization. Clinically, improved functioning and outcomes are linked to an innovative care model featuring continuous pharmacologic treatment and structured, regular, individualized follow-up and support in an ambulatory treatment centre.

Healthcare IPA®

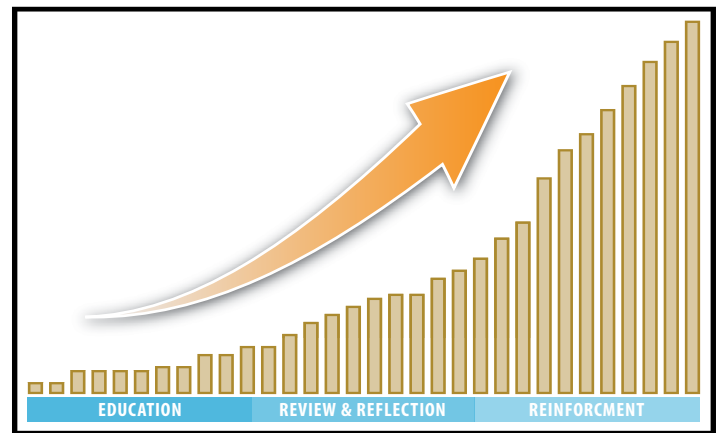
The clinical benefits reported in the literature for comprehensive schizophrenia management led one hospital to evaluate the costs and resource utilization associated with one component of this strategy, injectable therapy, in comparison with oral therapy.¹ The Healthcare IPA® process was applied to this situation and demonstrated substantial savings accruing to the hospital and the healthcare system, amounting to more than \$20,000 per patient per year. These savings provide a strong economic rationale for injectable therapy as an alternative level of care for patients with schizophrenia. Clinical outcomes were improved and savings were substantial. Adoption of the new approach gained momentum as clinicians recognized the functional improvement in their patient population.

Healthcare ATA®

Achieving similar clinical outcomes in a second hospital required significant change.² A 3-phase adoption program encompassed education, review, and reinforcement.

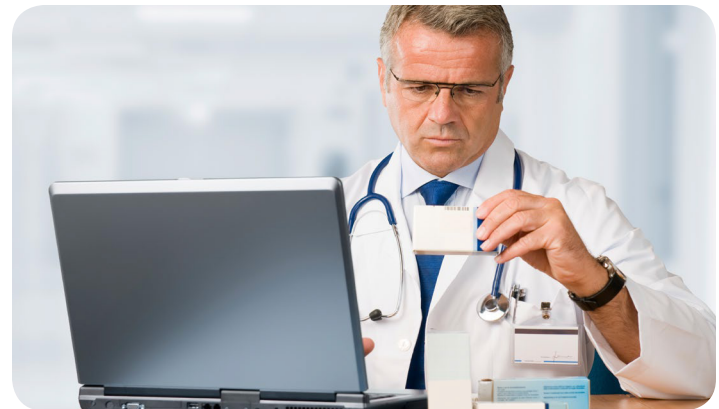
- Phase 1: **Education and trial** In addition to understanding clinical and economic benefits presented in the literature, clinicians developed comprehensive patient management guidelines.
- Phase 2: **Review** Clinicians reviewed product experiences and guideline adoption.
- Phase 3: **Reinforcement** This phase included further discussions on progress toward guideline adoption and workshops on enhanced patient counseling techniques, linked to product acceptance by patients.

The Healthcare ATA® process demonstrated the ability to drive change, as adherence to the guidelines increased. In addition to improving clinical outcomes, the change reduced hospitalization and costs by over \$55,000 per patient per year. Product adoption increased dramatically as a result of clinician knowledge of the clinical and economic benefits.



Conclusion

Applying DS&R's proven process helps grow sales by accelerating product adoption in hospital settings. Accelerated adoption is driven by unique evidence-based programs featuring trial, education, review, and reinforcement leading to better patient outcomes and improved economics.



References:

1. Kocerginski D, Arshoff L. Hospital resource use by patients with schizophrenia. Reduction after conversion from oral treatment to risperidone long-acting injection. *Healthcare Quarterly* 2011;14:82–9.
2. Lalla F, Arshoff L. A mental health initiative to enhance schizophrenia treatment efficacy. *Healthcare Management Forum* 2013;26:46–50.