

MARKETING PATHWAY SOLUTION

VISIBILITY INTO YOUR MARKET & CUSTOMERS THROUGH ACCURATE DATA

As healthcare manufacturers feel pressure from shrinking profit margins, marketing organizations, in turn, feel the pressure to produce better sales leads with fewer marketing dollars. What's more, many marketing organizations are realizing the value of programs that increase revenue from existing customers and improve customer loyalty. By shifting this focus, organizations save valuable resources that would otherwise be spent on new customer acquisitions.

To address their pressures, many marketing organizations have focused on ways to reduce costs and generate revenue through their internal business intelligence systems – systems they hope will give them the answers they need to run a smarter business. Unfortunately, many business intelligence systems are built on an incomplete or inaccurate data foundation. As a result, the conclusions drawn from them are incorrect, leading companies to waste precious resources on the wrong strategy. A marketing team attempting to utilize inaccurate information cannot properly set marketing goals or launch successful campaigns.



That's why we offer the Marketing Pathway Solution – a solution that provides a combination of market, sales and clinical data that will lead to your organization's revenue growth through total visibility to your market and customers.

ABOUT THE MARKETING PATHWAY SOLUTION

The Marketing Pathway Solution is an unparalleled data service offering created specifically to assist healthcare manufacturers like you to obtain the highest level of customer intimacy. This solution is enabled through our unique partnerships with industry best-in-class service data providers.

By providing market and clinical segmentation data mapped to your own direct and indirect sales data, we're the only company that's able to deliver a foundation of strategic information that enables you to:

- *Develop data-driven "go-to-market" product plans to generate market awareness*
- *Segment the market and our customers to identify market trends and increase campaign effectiveness*
- *Keep abreast of current industry news through weekly e-mails specific to your customized territory*
- *Create ideal customer profiles to identify those prospects most likely to purchase your products or require marketing nurturing*
- *Generate successfully-targeted campaigns to increase lead generation*

A 360° VIEW OF CUSTOMERS AND MARKETS

HOW WE DO IT



WE GATHER MARKET AND SALES INFORMATION

- From your market intelligence provider, including competitive data (DOWN TO SKU AND 3-DIGIT ZIP CODE LEVEL)
- From your channel partners and through your direct sales system



WE PROCESS YOUR DATA BY:

- Cleansing and normalizing
- Cross referencing for GLN/HIN and GPO and IDN membership
- Matching with channel partners' product catalog numbers, UOM and facilities



WE ADD CLINICAL DEMAND INFORMATION

- We map, to your facility, target market segment information including ICD-9 procedure codes and other tactical sales insights



WE DELIVER CLEAR, MEANINGFUL REPORTS AND DATA TO YOU!

- Competitive Insight
- Sales performance by national, regional, territory, facility and distributor
- Sales commission reporting
- Clean, mapped, and normalized data sets for additional analysis
- Weekly territory news pertaining to specific accounts in your territory

THE BENEFITS OF THE MARKETING PATHWAY SOLUTION

Studies* have shown that clean data in your business intelligence systems can result in:

- 163% weighted average return on marketing investment
- 25% weighted average click-through rate on e-mail campaigns
- 12% improvement in sales reps achieving quota
- 9% improvement in net-new customers gained
- 9% improvement in customer satisfaction
- Revenue-per-account increase in 82% of accounts
- Average opportunity deal size increased in 69% of accounts
- 67% increase in lead qualification

*These findings are based on Aberdeen research

MASTER ANALYST PARTNERSHIP (MAP™) SERVICES

Even though you have the data you need, you may not know how to fully utilize it to meet your revenue growth goals. You may require a partner to help you reach the true potential of your business.

Key components of MAP™ Services include:

- *48 hour response to your service request*
- *A dedicated business analyst to your organization familiar with the data to provide valuable insight to your data sample*
- *A pre-paid option enabling your organization to budget and manage service requests*
- *Guidance on how to use the data to grow your business*

At MSS, we recognize that most healthcare manufacturers don't have the time or resources to spend on the management and interpretation of data. Using our Marketing Pathway Solution with our MAP™ Services, you'll not only be able to manage your data without a drain on your internal resources, but you'll be able to offer the actionable analysis that will put your marketing team ahead.

ABOUT MEDICAL SURGICAL SOLUTIONS

Medical Surgical Solutions, is the only provider of healthcare solutions that helps manufacturers and distributors make strategic decisions based on a customized analysis of their business data. We're able to deliver these unique solutions through a combination of strategic alliances with business partners and the consulting knowledge of our own, highly-experienced business analysts. Medical Surgical Solutions creates an unparalleled foundation on which our customers develop and optimize their product-to-market strategies.

By partnering with MSS solutions, your company can recognize the same data advantage as your competitors, without making a significant investment in a business intelligence infrastructure.