



Marketing & Communications Services

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Background

Producing marketing content for healthcare technology products can be a tricky and laborious process as ensuring any outputs are tailored, appropriate and actionable depends on an in-depth knowledge of the marketplace and the environment you are selling into. Companies either looking to sell into the UK market or healthcare for the first time face several challenges in producing content such as:

- Product and company websites
- One pagers and longer form white papers detailing the solution and associated benefits
- Thought leadership and social media content
- Content to support sales activities (direct sales, reseller/distributor activities, conference content)

Challenge

In our experience, there are three main challenges that any product company faces when looking to sell into a healthcare market:

- **Stakeholder mapping** - If you map the list of stakeholder groups that can be affected by the deployment of any product, they can number well into double figures. Each of those groups, whether it be clinical or administrative, executive or IT, senior or junior will have very different agendas, languages used and thoughts on what constitutes 'value' or 'success' for a particular product.
- **Product differentiation** - In many product areas, healthcare is a mature marketplace, at least in terms of possible entrants if not adoption. Understanding the policy, regulatory and financial landscapes of who you are selling to is critical to show customers you truly understand their pain points and why your product is best placed to overcome them.
- **A unified approach** - One of the biggest pitfalls in marketing is a lack of joined-up thinking across the content areas discussed above. Each and every output you create has to resonate to the same people in the same way.

Solution

At the AbedGraham Group, we have written marketing content in all areas for global, multi-national corporations down to local SMEs and start-ups. Ensuring holistic, healthcare-specific marketing content is the only way to stand out in a crowded market. For healthcare technology vendors of any size, we can provide:

- A full review of your existing marketing content across all areas from our clinical strategic experts
- Creating website content
- Developing one pagers or full white papers for your products in healthcare
- Developing and creating thought leadership and social media campaigns
- Tailoring product content for events or for applicable third parties (resellers, distributors, other partners).