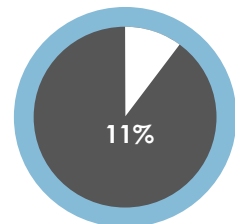


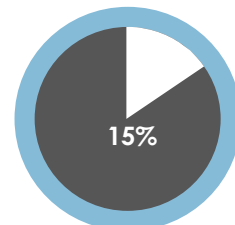
# The Evolution of Healthcare Sales



## Communication Preferences are Evolving



In a survey of 760 physicians and nurse practitioners, only 11% of respondents preferred to be contacted through an in-person visit.<sup>4</sup>



Millennials who grew up with technology are growing as a percentage of all healthcare decision makers, with 15% of all physicians under age 35.<sup>4</sup>



## Field Access is Changing 80 % to 44%

In 2008, field reps were able to access 80% of physicians. Access has declined steadily over the years, with only 44% of physicians considered accessible to field reps in 2016<sup>1</sup>. Additionally, in specialty markets like oncology, nephrology, and psychiatry, up to 27% of physicians have severely restricted their access, requiring sales organizations to innovate new ways to reach their target accounts.<sup>1</sup>

A survey conducted across over 2,800 healthcare facilities by Salelytics indicated that 44% require an appointment, vendor credentialing, or restrict access by other means.<sup>2</sup>

Industry consolidation continues to be the driving trend, with 76% of mergers resulting in decreased physician access within 12 months.<sup>3</sup>

## The Sales Process has Increased in Complexity

And while access and communication preferences have evolved, decision by value analysis committee has become the norm, requiring sales reps to interact with multiple stakeholders and departments within the healthcare facility, selling the ultimate value of the product, services, and associated systems.<sup>3</sup> This means that the role of the sales rep has expanded well-beyond the traditional sale, now encompassing both pre-sale and post-sale coordination.



ZS Associates. (2016). AccessMonitor 2016<sup>1</sup>  
Salelytics 2016<sup>2</sup> ZS Associates. (2015).

AccessMonitor 2015<sup>3</sup> Healthlink Dimensions 2016<sup>4</sup>



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