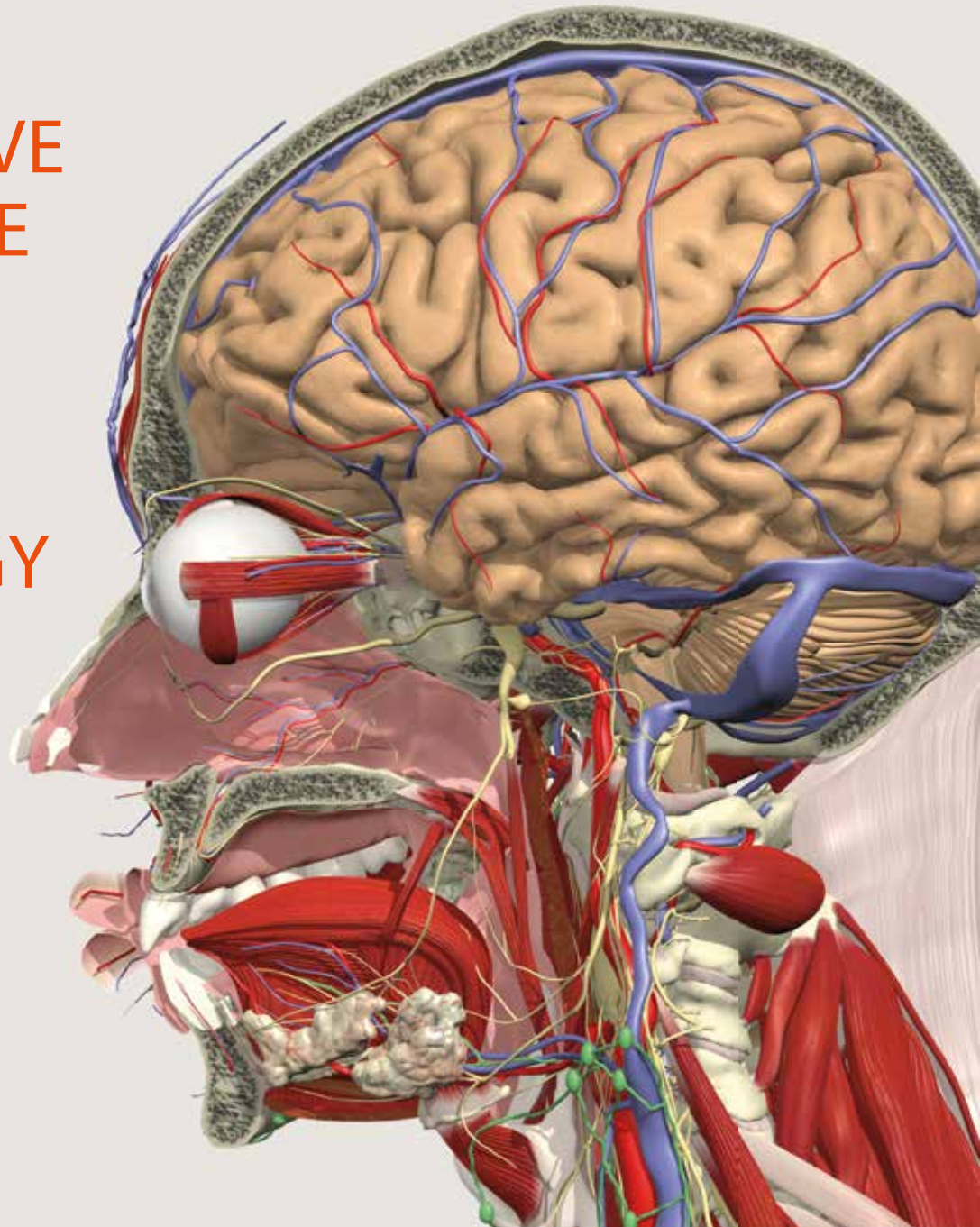


ACHIEVING COMPETITIVE ADVANTAGE WITH ANATOMY AND PHYSIOLOGY



“ The healthcare and life sciences industries are becoming more crowded each day, as companies compete for the same customers in an increasingly global marketplace. According to PwC’s 21st Global CEO Survey, 66% of pharmaceutical and life sciences CEOs cited the increase of direct and indirect competition as one of the most highly disruptive business trends they face*. ”

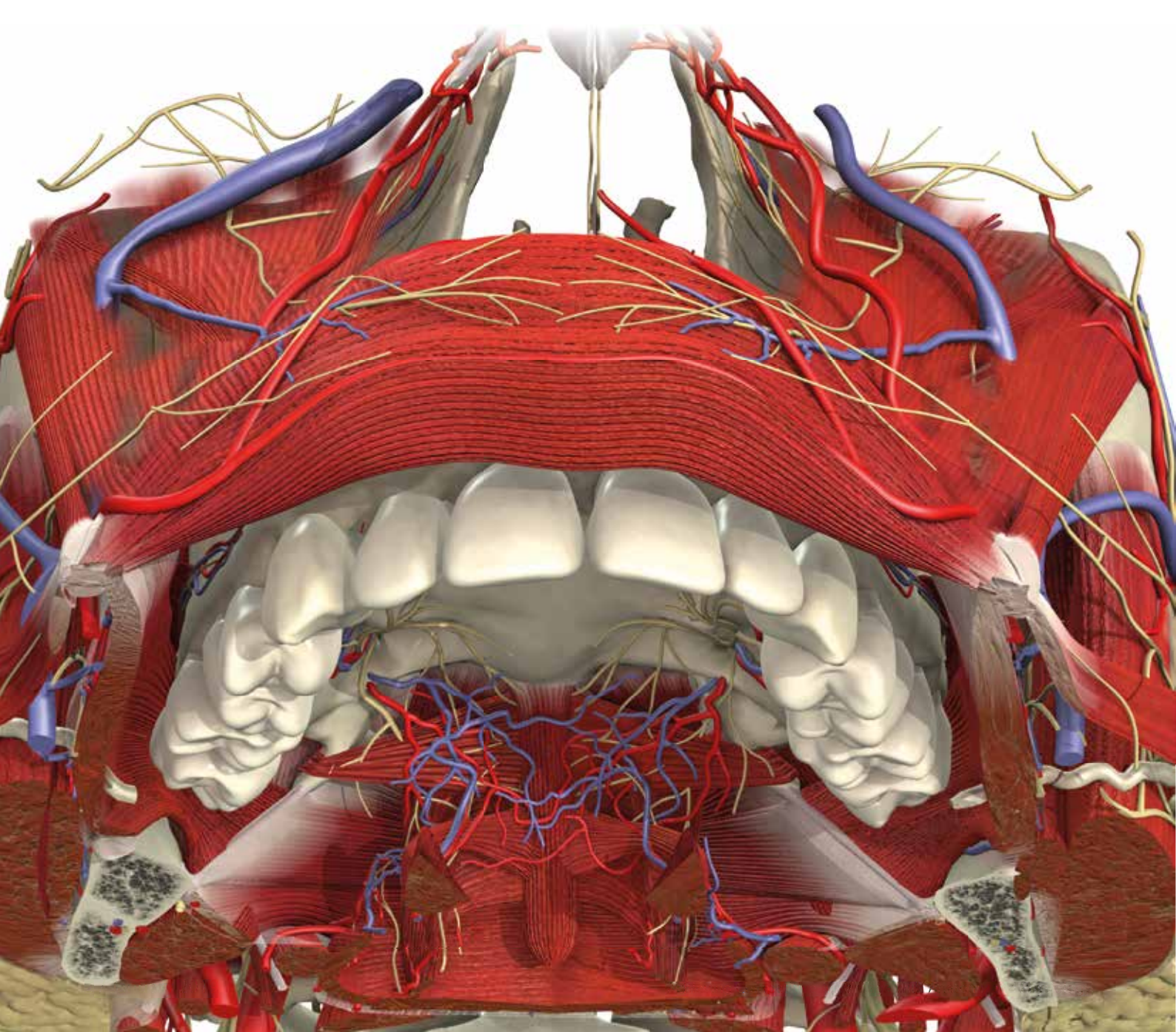
* Source: PwC, 21st Annual Global CEO Survey. Base: Pharmaceutical and life sciences respondents.

Visit www.primalpictures.com to learn more.

Introduction

If your company sells products or services to practitioners and hospitals or medical schools and training institutions, you must have a powerful way to demonstrate the value of your people, products and services and differentiate your offerings from your competitors. Your ability to demonstrate real value depends upon all areas of your business across the continuum—including research and development, corporate training, product management, marketing, sales, and end-user training, development and support. Your pivotal competitive strategy must include a robust, medically accurate, visually compelling anatomy content solution to credibly support your product story and market readiness.

This paper will explore how best in class anatomy, physiology and clinical content, images and customized solutions enable organizations to achieve strong competitive advantage, drive credibility, productivity and differentiation. We will share ideas that you can consistently apply to your own organization to reach business and revenue goals. Finally, we will conclude with a checklist of what to look for when selecting your anatomy content solution.



The Importance of Anatomy and Physiology Content Across the Product Continuum

It is imperative to provide access to medically accurate anatomy content throughout your organization, starting at the beginning of the product or service lifecycle with your R&D and product development teams. Credible medical references are the cornerstone of break-through discoveries and developments. Accessible, searchable and engaging content informs product research and fuels innovation, giving your team the advantage they need when creating new medical and surgical therapies with the aim of maximizing their effectiveness.

Corporate Training

Trainers and instructional designers would benefit from detailed images, video and 360-degree animations for inclusion in a variety of training materials, including workbooks and manuals, classroom slide and video presentations, and e-learning modules. They may produce training materials for end users, or for internal training in virtually every area of the organization. You want to provide them with access to accurate, detailed 3D anatomy and physiology images and content for:



Onboarding staff

Maximize onboarding effectiveness so that new team members get up to speed faster, gaining clear understanding of the products and services the company provides.



Upskill existing staff

To develop, market and sell more effectively. Having a convenient tool for anatomical reference facilitates continuous professional development for staff at every level and every function.



Marketing, sales and product management

These functions must clearly explain and visually depict product uses, features and benefits. The more compelling the visuals and tailored the learning environment, the better they will be at creating strong brand and product differentiation.



E-learning

Provide anytime access to digital anatomy and physiology content for reference, training, and reinforcement of knowledge. Add a tailored solution combining credible, market-leading anatomy content with proprietary company and product intelligence for maximum impact.



Increase sales productivity

Exceptional content helps sales staff gain proficiency, so they can sell faster and more credibly, increasing the likelihood of success.

Product Management

Product managers must understand the technology behind the products they help to develop and improve upon to address unmet market needs. Anatomy and physiology content instills a foundational knowledge that is crucial for understanding the conditions the product was meant to address, as well as to develop new uses for existing products – increasing the probability of product success.

Anatomy content is a must-have for the development of sound go-to-market strategies for new devices and therapies so they are relevant, accurate and engaging. The product management team must produce product strategy, and present that strategy and feature development to cross-functional teams. Having a firm understanding of anatomy and physiology allows healthcare and life sciences product managers to effectively communicate product requirements, functionality, features and benefits to other members of the team.

Marketing

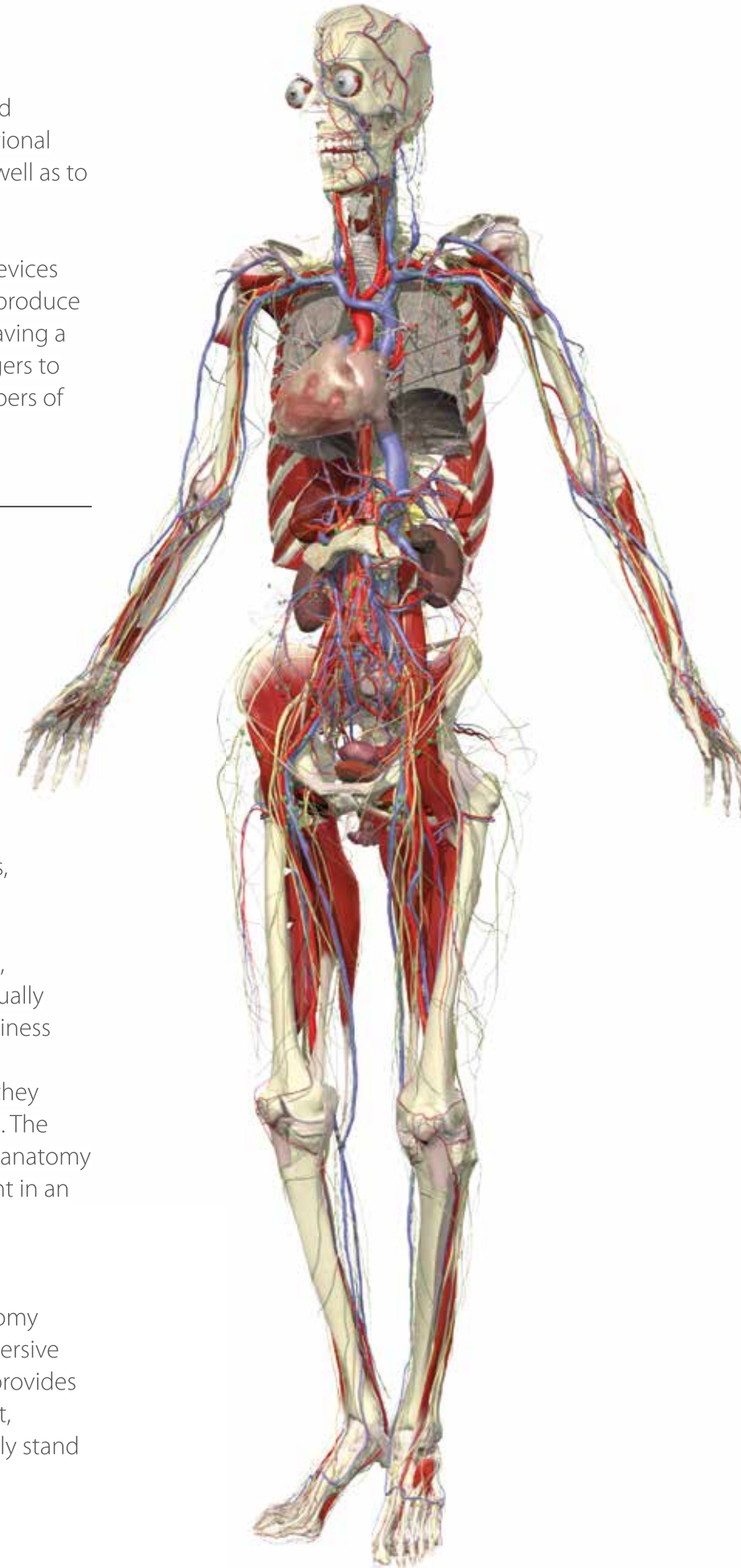
The job of the marketing team is to ensure that the company's products stand out in a crowded marketplace. To be effective, the team must have firm understanding of how the product works, how it is used and the conditions it addresses so they can develop sound product positioning and stake their territory in a competitive marketplace. Having reliable anatomy and physiology content on hand for reference allows them to develop relevant messages – utilizing appropriate terminology to demonstrate credibility and differentiation. Then they must use those messages to clearly and visually communicate the value of the products they are marketing in a compelling way to gain the attention of the target audience.

Once product messaging is approved, the marketing team can turn their attention to creating sales collateral that explains unique product value to practitioners, decision makers and patients. Engaging anatomy images and customized animations and videos are a critical component of any relevant marketing asset, available in a variety of formats that can be reproduced clearly in presentations and sales demos, proposals, digital content for social media, websites and video, and printed materials such as brochures and product sheets.

Effective collateral is visually branded, and the addition of custom-branded anatomy images, animations and videos reinforces brand recognition, conveys the brand story and ensures that marketing materials stand out in a crowd at trade shows, live product demos, investor pitches and websites.

It stands to reason that including detailed, compelling digital anatomy content is equally important for creating effective sales readiness materials. Before the sales team can detail product benefits to potential customers, they must understand the benefits themselves. The marketing team will find that detailed 3D anatomy and physiology images provide this insight in an impactful way.

And, whether the audience is internal or external, combining market-leading anatomy and physiology content with today's immersive technologies such as augmented reality provides the highest level of end-user engagement, allowing the company and product to truly stand out in the crowd.



Sales

In a rapidly changing landscape, healthcare and life sciences companies are rethinking the role of the sales rep to be more of an advisor. Every member of the sales team requires skilled product understanding so that they can deliver confident and consistent presentations across the product portfolio. They must appear highly knowledgeable and have the ability to explain product details and points of differentiation using precise anatomical language. Practitioners will not take your reps seriously if they don't have a firm grasp of anatomy in terms of how your product helps. Understanding the anatomy gives reps confidence.

Sales reps must demonstrate understanding of practitioner and patient needs in order to emphasize product features that address user requirements. The ability to understand specific needs and present the best solution can be a key point of differentiation because it instills trust in the customer and creates value.

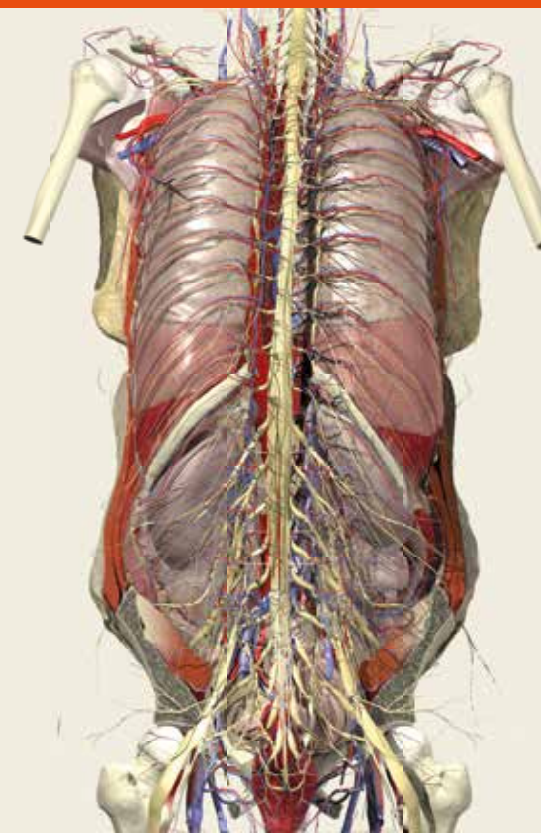
In addition to conversing with practitioners, sales reps often meet with buying committees and non-medical staff involved in purchase approval. For optimal sales effectiveness, sales reps must be prepared to answer questions at any time during their conversations with decision makers, influencers as well as potential users. Having content at the ready allows sellers to clearly and visually communicate, not only a product's features and benefits, but how it works and the unique value it delivers. Digital anatomy and physiology content becomes a powerful tool for education, maximizing the impact of every sales interaction.

Introduce new approaches, digital platforms and immersive technologies to differentiate and engage.

Practitioner and end user training, development and support

Practitioner and end user product training is key to sustainable uptake, differentiation and market longevity. Quality, targeted training programs are increasingly THE differentiator for successful product adoption and deliver the highest impact to lasting end-user engagement, trust and product loyalty. Here again, anatomy and physiology content is the underpinning for an effective, successful training program.

You can create branded, hands-on training tools such as interactive videos, drill-down exercises, rotatable 3D animations and diagrams with embedded anatomy content. Combine tailored content with company or product-specific intelligence in a targeted end user learning environment to dramatically increase user engagement and help practitioners to pinpoint diagnosis, develop effective treatment plans and facilitate optimal medical and surgical outcomes.



Checklist What to look for in anatomy and physiology content

If you have read through to this point, you may have made the decision to acquire anatomy content for your company. In this section, we'll discuss what to look for in your anatomy content solution, and some questions you should ask of the content provider.

- 1 Medically accurate and credible** – First and foremost, the solution must be verified as medically accurate. You can maximize every opportunity for success by selecting content developed by highly skilled anatomists and substantiated through peer-review via leading anatomists and subject matter specialists. Having credible content is vitally important to gaining the trust of practitioners and other healthcare professionals.
- 2 Highly detailed and visually compelling** – By leveraging detailed content throughout the product continuum – from development to training, to marketing and sales on through to end-user support – you have laid the foundation for the best possible outcomes. You want comprehensive, captivating 3D models and digital anatomy resources with meticulously labelled components – to drive deep understanding with internal teams, stand out amongst your strongest competitors, and illustrate the value of your medical and surgical therapies to practitioners and a range of end users.

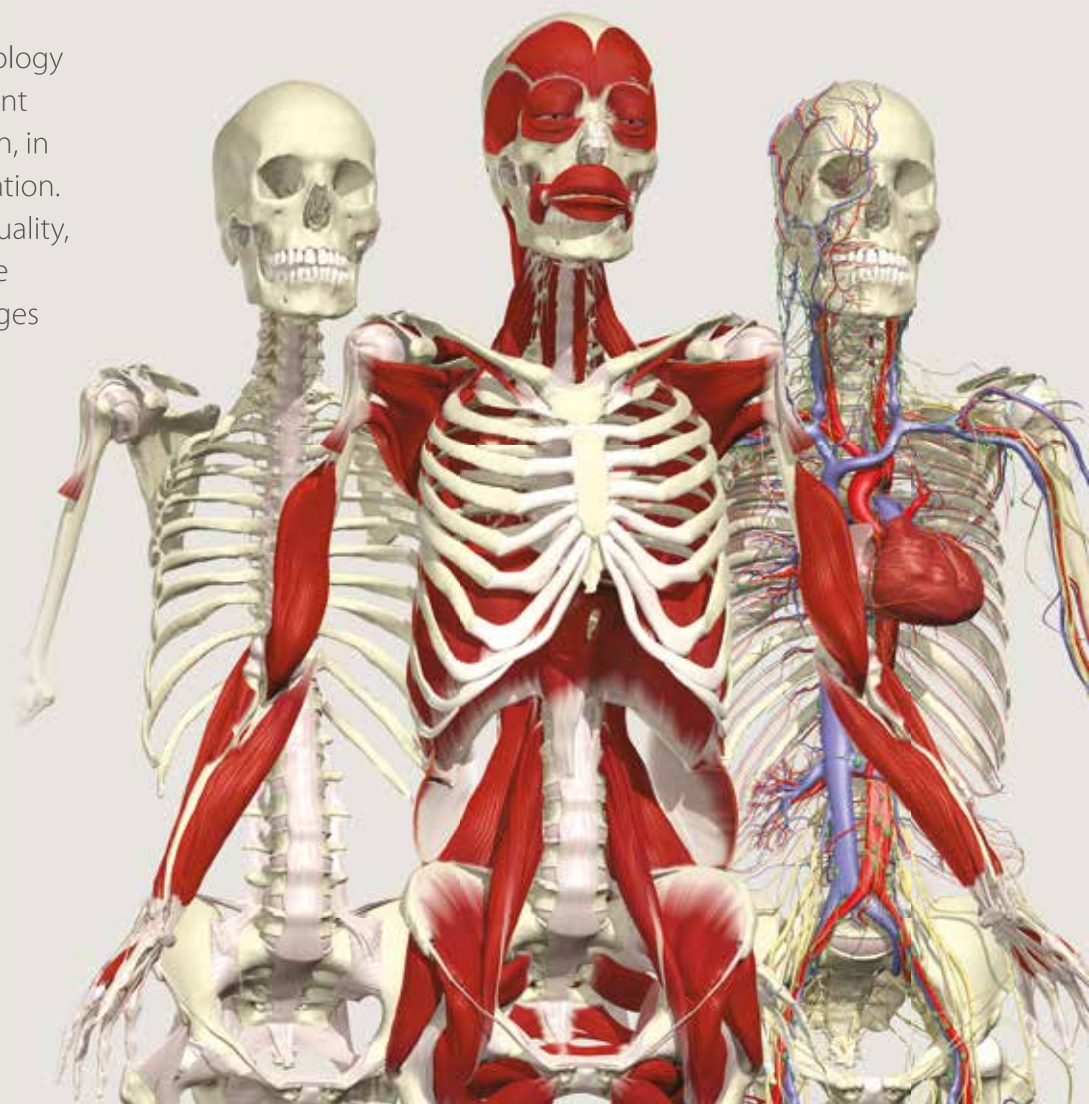
- 3 Web-based subscription content** – Choosing an online subscription service over apps is a smart choice for a variety of reasons. When anatomy software is web-based, content can be accessed anytime, anywhere, making it the ideal choice for clinician and lab settings, remote team members and better cross-functional collaboration.
- 4 Ongoing product enhancements and updates** – Be sure to ask your content subscription provider how often they update their offerings, and the types of enhancements they have made in the past several years. You want a provider that is committed to delivering best-in-class service, is driven by customer needs and feedback, and can be securely accessed on desktop, laptop and tablet devices in any user environment. Updates could include enhanced in-depth content, new product functionality such as new technology and new modules that improve user outcomes.
- 5 Easy-to-use digital solutions** – Having the latest technology does not ensure that users will find it easy to access, search for and download what they need. When the solution is easy to use, it will be put to use much more often, by more individuals in more areas, across a range of uses – further optimizing your ROI.
- 6 Tailored and targeted solutions** – to deliver customized training, marketing, sales and end-user tools allowing you to combine the credibility of your content provider with your unique company and product-specific intelligence.
- 7 Used by leading healthcare companies** –to support their business requirements for medical education and training, R&D, sales and marketing, and more. Ask about the types of organizations that are long-time customers, which will tell you whether the solutions are right for businesses like yours.
- 8 Offers image and content licensing** as well as multi-user product licenses so that content can be embedded in your educational, sales and marketing materials and used by a variety of internal and external users.

Conclusion

In today's crowded healthcare and life sciences markets, your company must clearly demonstrate the unique value of your people, products and services to prospects as well as current customers with every interaction.

We know that anatomy, physiology and clinical content is important for medically-related education, in practice, and for patient education. Having ready access to high quality, medically accurate and reliable human anatomy content, images and custom solutions is also crucial for corporate success in every area of the business, from R&D and product development, to corporate training for new hires and existing staff, to marketing, sales and sales training.

Choosing the right content solution will optimize your ability to reach critical business goals and keep you ahead of your competition.



Christchurch Court, 10-15 Newgate Street, London EC1A 7AZ

(USA) +1 888 670 8900 (toll free) or (908) 547 2200

(EU) +44 (20) 337 73737 or (Australia) +61 2 8705 6907

info@primalpictures.com

www.primalpictures.com | www.anatomy.tv