



LEARNING
CENTER

The Most Important Piece of Your Marketing Plan



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HICA

STREAMLINING HEALTHCARE
EXPO & BUSINESS EXCHANGE

SEPTEMBER 10-12, 2024 • DALLAS, TEXAS



**WHERE THE
INDUSTRY
MEETS**

The Most Important Piece of Your Marketing Plan

Propelling your company's growth through distribution...



A day in the life of a distribution rep?



Of the 100+
Surveyed

ASC	33.33%
Primary Care	58.33%
LTC	8.33%
Acute	41.67%
Lab	29.17%



WHERE THE
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How do you determine who gets your selling time?

Selling Time	ASC	PC	Acute	LTC	Lab
Local Relationship	54%	29%	25%	0%	4%
Customer Service	4%	15%	21%	17%	25%
Training on their products	13%	22%	17%	38%	17%
Corporate Program	29%	11%	17%	17%	33%
Promotions	0%	23%	21%	29%	21%



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Will you mention a product or service in an account if you have not been training on it?

Yes 23.00%

No 77.00%



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Where do you go for product training and education?

YouTube	20.00%
Manufacturer's Site	16.00%
Repertoire	24.00%
EOL/2_Minute Drills	22.00%
Face to Face	18.00%



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How important
is a GPO
contract for
you?

Very Important 50.00%

Important 20.83%

Not Important 29.17%



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How important is informative content you can share with your accounts?
(Articles, Webinars, Video, Podcast, White Papers)

Very Important	68.00%
Important	21.00%
Not Important	11.00%



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- The goal of **CONTENT Marketing**...To Become a trusted resource to your Audience and more importantly the **Distributors Audience**

Why is TRUST so important?

“What is the number 1 reason you would buy a product or service?”



29,000 were surveyed



“When recommended by a friend or family member”





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Thank you for watching!

For additional professional development on healthcare distribution, market insights, supply chain and reimbursement & advocacy, visit <https://www.hida.org/learningcenter>