

The highlights

All the quotes, statements and calls to action that caught our attention at Next Level's Commercial Leaders Forum in Brussels 2019



It's key to adapt the milestones of value throughout the product lifecycle

Antoine Jouineau, Abbott - on embedding value-added services into the Go-To-Market



Keep the benefit to the patient at the heart of your sales strategy

Steve Laws, Varian - on the importance of focusing on outcomes and the actual impact that products and solutions are driving



Customer behavior drives speed

Jens Leveringhaus Executive VP, Fresenius - arguing that changing customer needs are influencing our commercial model



78% of HCPs say meetings should be a mix of physical and virtual.

Ashfield Healthcare 2018



If value added is not part of the conversation we will miss the sale

Zalch Selch, Pharmajet - on the importance of changing the GoToMarket approach and implement value-added selling



It's not the report of risk but the reading of benefits that differentiate your product

Claus Schaffrath, MD Squared - on what customers want from medtech providers



Prediction, analysis and personalization are the core features in the future of med-tech marketing

Alex Mari, University of Zurich - on the revolution with new technologies



Medtech companies digitalizing their Go-To-Market can increase revenue by 2-3%

Boston Consulting Group, 2018



To leverage and expand on selling to prospects we must make better use of our internal data

Sandrine Le Thomas, Abbott - on getting more commercial value from the investments



Our purpose messages must always be aligned for the benefit of the patient

Katarzyna Kolasa, Straub - on keeping the focus on what matters the most



Someone in this room may be missing out on revenue worth EUR 245 mio.

Nicolai Worsøe, Agnitio - exploring the opportunity with a multichannel engagement model, building on a Boston Consulting Group report



Promotional response modeling has been key for us in discovering what drives doctor sales

Jami Kruger, Align Technology - on the benefit of having a structured analytical approach to optimize HCP strategies



70% of all HCPs and payers will be digital natives by 2020.

Pharmaphorum 2019

