Today’s Reality™ Knowledgebase

Comprehensive Intelligence in One, Newly-Integrated & Web-Updatable Business Toolset for U.S. Medical Device Market Analysis

*Today’s Reality™ Knowledgebase:*

- Provides more than a CRM and hospital database combined, it has actionable access to installed base data by manufacturer and current sales potential for thousands of U.S. hospitals;
- Includes Owner Systems, Hospital Networks, Individual Facilities and their Functional Units;
- Expandable to include your own sales territory alignments and distributor channels.
Market “events” (like Y2K and FCC regulatory changes) have distorted the market’s replacement cycles for decades (as shown on graph at right).

**FACTS:** (1) **Units replaced (i.e. market potential) aren’t evenly divided by years, and vary dramatically.** (2) **Most segments of the patient monitoring market are saturated and therefore make it a replacement market that has slowly been losing hospitals and monitored beds, as hospitals have closed or consolidated under Obamacare.**

Published market studies and forecasts consistently suggest positive Compounded Annual Growth Rate (CAGR). *Printed market studies are fantasies!* Even inflationary price increases don’t produce this; because the Average Selling Price (ASP) is dropping as competition discounts prices to retain unit market share for the fewer units being replaced. Why waste limited market research budgets on flawed and fictitious market study forecasts that have little basis in reality?

### Unit Market Share vs. Revenue Market Share

Determining unit market share (MSu) presupposes having a very large sample of the current unit sold by all vendors in all clinical areas in a single year. Only a survey of the entire U.S. market accurately captures units sold by all vendors. Printed market studies authors don’t conduct population-level surveys, nor do individual vendors. Printed market studies also report revenue-based Market Shares (MS$) and include a 5-year forecast of projected revenue growth. But MS$ is even harder to determine accurately than Unit Market Shares (MSu).

**Published Report Accuracy & Value**

An accurate MSs requires knowing: (1) MSu for product configurations in all clinical and diagnostic areas, (2) each supplier’s MSu in those areas, and (3) each supplier’s ASP in those areas - for every vendor. Then total revenues is the sum of all vendors’ MSu x Average Selling Price (ASP) x number of units sold in every functional unit for all vendors. That’s at least 15 different parameters per clinical area. If one doesn’t know every vendor’s ASP and MSu across all functional units, the calculation can’t be made accurately. Published market forecasts don’t make the calculation accurately because they lack the data. Therefore, all published market studies report a fictitious revenue market share that they claim is accurate, which generally reports a positive CAGR.

To discover how inaccurate published reports really are, ask the publisher of any report and forecast for your company’s ASP across all the clinical areas you sell and see what you get. How accurate is it? If your data isn’t accurate, why would your competitors be any more accurate? *This flaw in such circular logic “market research reports” is often overlooked.* Why spend $5,000 for flawed market studies or report known-inaccurate market shares to your shareholders, or base strategic management decisions on such fictitious and flawed information?

Unless a vendor has *Today’s Reality™* they don’t have access to units installed in several thousand hospitals, across dozens of their clinical/diagnostic functional units. *Today’s Reality™* captures unit market share (MSu). MSu is the most accurate means of tracking market performance, better than revenue market share. *Today’s Reality™* reveals not only a vendor’s current verifiable MSu, but also the trend of their MSu over the last several years. Providing data for each hospital and aggregating it by hospital size, functional units, and territory alignment provides powerful insight into the today’s market.

*Today’s Reality™* provides verifiable data needed to manage your business, make strategic decisions and perform SWOT (Strength, Weakness, Opportunity, Threat) analysis. When a territory under performs, *Today’s Reality™* can help you determine the cause. Is it a sales territory alignment/potential problem or a sales representation (who needs training) or a GPO conflict or another factor like yearly fluctuations in aged devices to be replaced? Don’t misdiagnose and fix the wrong problem.

*Today’s Reality™* informs your sales force where the aged installed base ready to be replaced is installed. It’s a win-win proposition for the entire company.

Trying to intelligently grow your business without the clarity of *Today’s Reality™* is like driving your car by watching the road appear behind you in the rear view mirror!
Today's Reality is a unique business intelligence tool that includes deep knowledge of today's overall U.S. healthcare market structure; including each medical facility's functional units and the types of care/procedures performed in them. This dictates the types of patient monitors or other equipment installed there. The structure of *Today's Reality™* is based upon a new, topological ontology of healthcare systems which took two year to perfect. It provides relationships that allow navigation down to the individual facility’s functional-unit levels.

**Accurate, Actionable Business Intel Requires More Than a CRM**

*Today's Reality™* provides an integrated picture of the U.S. healthcare market, including technologies installed, their age and vendor (unit) market shares - at the individual clinical and diagnostic units in hospitals as it exists today.

*Today's Reality™* reveals technology replacement intentions, including incumbent vendors whose systems are at risk. It reveals factors that influence technology selection decisions. It’s like having an electronic version of the AHA, but with more actionable, account-level, detailed monitoring information than any Guide has ever contained.

U.S. healthcare markets are being permanently transformed by Obamacare. Today, selling only at the facility level overlooks hospital networks and owner/management groups. The healthcare segment has consolidated and so has *Today's Reality™*. Companies can’t afford to manage their business using out-of-date, summary-level or fictitious market forecast data.

*Today's Reality™* provides actionable, account-level data on market share and how it varies by hospital type, size, penetration of clinical areas and sales territories. No CRM or model-based, market forecast report, not even the AHA Hospital Database provides that.

*Today's Reality™* clients can overlay their own sales territories using State, County, City, Zip or Hospital Size slicers or assign territories by individual facilities. Once complete, market shares and trends can be determined, stored and reported at the territory level. *Today's Reality™* helps your sales team understand their prospects’ Owner Systems, Provider Organizations, individual Facilities and their specific clinical and diagnostic functional units. Start at any level and drill all the way down to the detailed clinical/functional unit level in any facility. See how does your unit market share change when data is consolidated above the facility level at provider networks or owner systems.

How secure are your corporate information assets like territory alignment and sales personnel identities? Cyber theft and crimeware are serious threats today. Don’t put highly-confidential information on insecure websites or cloud servers over which you exercise almost no control. *Today's Reality™* stores data on your computer(s), behind your firewalls, where your CIO exercises total control.

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Today’s Reality™ is Simple and Intuitive To Use

Always Accessible

Today’s Reality™ is accessible 24/7 because it runs on your PC or Apple computers. MSP provides the core data, updated via a Drop-box file that users download to update hospital, installed base and buying intentions. Unlike previous versions of the Reality Knowledgebase™, there are NO dongles to return at the end of the license period. User Admins can update data as often as needed during their active license period and control who receives it.

Today’s Reality™ GUI has few buttons and menu tabs. The top row (shown left) allows users to choose the level of access to the information hierarchy in one click. The system’s shallow menus are designed to be intuitive and accelerate navigation for users, resulting in an quick and easy learning curve.

1. Begin at any level (Health Systems for example)

Simply start typing the name in the search box and an alphabetical “smart list” shows remaining name matches. Then select any desired choice.

2. Move Down to Provider Organizations or a specific Facility and Select it.

Choose from either a provider organization or a specific facility in the health system.

3. Unlike a CRM or Hospital Guide, Today’s Reality™ is preloaded with hospital contact, monitor installed base, incumbent system vendor and replacement intentions data!

MSP’s data is more timely than other sources, because MSP surveys year round.
Drill Down Inside Facilities to Functional Units

*Today’s Reality™* allows you to “drill down” or aggregate information at various levels in the provider’s hierarchy of facilities, using a new, integrated Pivot table/graphics capability. Cross-tabulated results can be named and stored for rapid access. A variety of other new report types may be directly created for executive briefings, including some graphics without the need for excel or other external tools. Opportunities are aggregated by client territory alignments. *Today’s Reality™* provides an excellent and impartial resource for territory realignment and sales force reallocation projects. Reality™ works well with TTG’s AlignStar or other realignment tools.

1. Click the Functional Units Tab to display the inventory of functional (clinical and diagnostic) units found in a facility.
2. Pick any Functional Unit with a “has data” flag (in this case medical/surgical ICU) and click its Select button to see its data.
3. View data for the functional unit selected. Functional units without cyan “has data” stripes don’t have monitoring data yet. Stripes are added as the survey proceeds and data becomes available. Information (above right) includes: installed vendor(s), types of devices, number of devices, year installed, replacement plans and timetable, and contingency alternatives.
4. Some units have more than one vendor or type of monitors installed. One vendor may have the core monitoring system but another may have a monitor on a crash or special procedures carts. Up/Down arrows access additional records.

*Today’s Reality™* Reports Summary Data

Functional Unit summaries are helpful, but *Today’s Reality™* provides consolidated tabular and graphical pivot table reports. Commonly-accessed reports are pre-defined and saved. The integrated Pivot Table tool creates “ad-hoc” reports that supplement pre-defined ones. Pivot table parameters include survey data plus client-defined territories and facility functional areas (such as: CCU, medical and surgical ICUs, OR and PACU, Emergency Department, Neonatal or Pediatric ICUs (as shown below), beds installed by vendor, facility licensed beds, year products installed, replacement plans and more. Row and column totals may be added to tabular reports, or omitted for Pie Chart, Stacked Bar Graph or other graphical data, where they would skew results.
Effectiveness Requires Sales Territory-level Detail

Today’s Reality™ answers complex management questions like: What’s our market share in Emergency Departments (EDs) nationally and in Metro Chicago, Detroit and NYC? Which salesmen do better than others in penetrating EDs (or ICUs, or PACUs)? How does ED (ICU, OR) penetration vary by Hospital size, Owner System affiliation or GPO? To answer such questions, the vendor-specific installed base needs to be broken down to the territory level. No CRM has current installed base vendor data. CRMs may be useful for managing leads sales follow-up, but are not really business intelligence tools. Today’s Reality™ is. That’s why you assign territories in Today’s Reality™, not just in your CRM application software. It’s fast and easy to do.

Unless clients provide MSP with their territory assignments, when delivered Today’s Reality™ puts all facilities in the default - To Be Assigned Group (1) category. Assignments can then be made by State, County, City, Zipcode or Facility Size using the TABS shown below. This approach is fast and flexible for clients of all sizes. Color bars for each facility identify associated owner systems (or hospital networks), and which facilities have installed base data available. All facilities in a state or county or city of zipcode can be assigned to a territory in a single mouse click! Facilities can also be assigned by simply changing the TID field when displayed.

Below is a snapshot of partially-completed sales territory assignments. Each Region has been created. Some Regions also have had Territories created in them. All facilities in Illinois have just been pulled out of the Midwest | IL sales territory. The Territory Summary screen shows each territory already created and named; as well as the count of hospital and licensed beds for the territories and the entire country. When the total count in any region becomes zero, it means all hospitals and beds are accounted for in the region’s sales territories. All territories sort under their regions.

The higher the hospital (facility) density (or sales force size), the smaller the geographies and number of facilities per territory are needed. A Midwest | Metro Chicago territory might include only Cook and Lake counties, or just Cook county split into multiple territories by zipcode (if the sales force is large). Every facility belongs to one and only one territory (or remains unassigned). Assigning territories at the facility level allows hospitals across the street from each to be in two different sales territories. A display of Category 1 shows any facilities in the entire country that remain “Unassigned.” Some clients use the “Unassigned” as “house” accounts to be covered by the company and not one of the sales reps or included in a specific region.
Today’s Reality™ is designed for security

More and more software applications are (by default) pushing sensitive corporate e-data onto remote cloud servers over which companies have no control. Microsoft 365 applications run from the web and can store data there; but they also offer installed versions. Adobe’s latest suite of products can only be executed on the web and aren’t installable. Web data storage servers like Box and Dropbox can have been hacked. The “Security” and “Privacy” policies of cloud storage sites are obscure, and not worded to protect their user rights. Most companies have no idea if their sensitive data has been hacked. Today’s Reality™ puts your CIO back in control of the security of sensitive corporate e-data which is crucial in the era of crimeware, malware and hacking.

Today’s Reality™ is a runtime, compiled version that operates very much like a kiosk. Its e-data is embedded in binary format. The data you add to it (such as territory information) remains on company-owned and controlled computers. The company’s Admin determines who receives and can log into the Today’s Reality™ kiosk application and what they can see, which MSP can customize as an optional ($) feature.

The updated market and replacement intentions data is downloadable from an Internet-to-your desktop systems throughout the licensing period. Your Admin provides MSP with a territory alignment, comma-separated variable (CSV) file that MSP merges into your update downloads. By using run-time rather than installed versions of the underlying (Filemaker) database, there is no need to install the database program on any CPU. This approach eliminates potential software conflicts and runs on recent version of either the Windows or Apple operating system.

Today’s Reality™ Since your data is not stored at a MSP site, it is not vulnerable to being hacked. Your admin controls who in your company can access data. Since you control when data is updated, no persistent crimeware or theft threat access vector is created into corporate networks and user computers.

Unless a territory file is provided for each update by a user, Today’s Reality™ data is delivered with all facilities set to the single, default “To Be Assigned” territory, preventing theft of the sensitive territory assignment data.

Update requests are flagged to your company’s “administrator.” In this way, MSP helps clients enforce their respective security and licensing policies, and keeps sensitive information from falling into competitors’ hands.

The Bottom Line on Costs

The bottom line is that Today’s Reality™ improves sales by providing one, integrated business intelligence solution that includes both the crucial management data and an optimized toolset to utilize it in a safe and secured manner. Today’s Reality™ provides insight into all vendors unit-based market shares, and the markets installed base, based on data from thousands of individual facilities and their clinical units surveyed. Today’s Reality™ also provides insights into hospital networks and their owner organizations in a consolidating market, helping you to glean at what levels to approach and sell to them.

Today’s Reality™ is powerful but inexpensive - costing less than $30 per hospital. It keeps your sales teams selling and not wasting time prospecting for opportunities. Today’s salesman may carry a quota of $3 million dollars or more. Given 260 selling days per year and 8 customer-accessible hours/day, a salesman’s selling time is worth about $1,400 per hour. Every hour spent prospecting costs a company $1,400 that is forever lost to selling or closing sales. Your company can dramatically improve sales team performance when it’s armed with the right information to succeed in today’s U.S. healthcare market battleground.
Learn more about the Web-based Reality Knowledgebase™ leads system.
Contact MSP at 732-219-5090 for a FREE DEMO today.