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Minute

INTERVIEW OF THE SEMESTER

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INTERVIEW

TMTG: Let's go back to January / February 2020, before the COVID-19 situation started. What was your tradeshow strategy then?

AZ: The Siemens Healthineers tradeshow strategy is driven by the needs of our customers and prospects. We continuously ask tradeshow visitors about their expectations and about how we can make their tradeshow experience exceptional. Our goal is to understand the needs of our visitors—and to respond to these needs. Generally, our tradeshow visitors have two types of requests:

- (1) Sharing what is new: Long-term partners as well as prospects and interested medical professionals looking to learn about the innovations shaping the future of health care. The aim is to demonstrate to attendees that Siemens Healthineers has solutions and technologies to help them expand precision medicine, transform care delivery, and improve patient experience, all enabled by digitalization
- (2) Expanding value/ client management: -"tell me how I can do even more." Access to super experts that can have those deep discussion with clients or workstation hands on session. Clients that want to nurture the relationship- how can you get higher value of technology you have

B. Activity volume: "In the hundreds," worldwide.

C. Budget %: Not shared. Emphasis on value rather than the monetary value - seems to be higher than other colleagues.



TMTG: Then COVID-19 lockdowns started in many countries and tradeshows were cancelled. How did your division adapt?

AZ: "We made decisions on a case-by-case basis." First, we looked at one month/quarter and met with the top executives.

The highest priority was the safety of our people and customers. The next question was "what do we do now instead?" After ensuring that safety concerns had been addressed, the next fundamental question we had to ask ourselves was: What is the real purpose of our tradeshows?

The demand for exchange did not disappear; in fact, it was bigger and more specific for COVID. He explains that they had to think about the technology to do it. Needed something different - the priorities did not change, but more so it was a change in tactics.

We then developed the idea of a virtual exhibition: a forum where we could unveil breakthrough innovations, showcasing technologies that support our healthcare heroes to deliver better outcomes at lower cost, while at the same time observing the necessary safety and social distancing protocols. We also faced the challenge of capturing the attention of people who were often working from home and distracted by other things.

TMTG: Do virtual tradeshows work for technology vendors such as Elekta, is it still a valuable investment? Please share what impact you noticed in terms of sales leads, account management, branding, etc. both negatives and positives?

AZ: Idea: How can we do digital? We looked at what others were doing - (e.g., B to C in the auto industry but with a virtual exhibit) "We knew that we couldn't just copy our physical tradeshow environment into a virtual world. Others had tried this, and it didn't work." "The goal was to take the familiar and ordinary, then make it the familiar and extraordinary." He explains that the restraints of physical world were no longer a problem in the digital world.

Speaking on the virtual experience, they have all their people on standby, so customers can have an answer right away. This is different from an in-person show where someone has a special question, and they would have to take the question back with them and respond after the fact.

Siemens-Healthineers Shape 21: Siemens own platform for the entire tradeshow/ virtual experience, allows customers to engage in one-on-one conversations, have exclusive access to our experts, and participate in live demonstrations of our new innovations in imaging, diagnostics and therapy.

The main objective is "did we reach who we wanted to?" Digital events significantly outperformed live, physical events (more than twice as much reach compared to 2019 on-site RSNA); significantly more people to come to the event or reach globally. A seamless and exceptional customer experience was our priority. For example, at RSNA when a client entered the virtual platform the sales representative got notification on their phone, and was prompted to respond to the client. NPS measurement after the show was 57 (high for shows)- made Siemens extremely happy. Via the official Freeman event research published in January 2021 on client engagement, Siemens ranked number 1 as the "most memorable exhibit". 49% of the buyers who were considering purchasing from Siemens Healthineers in the next 12 months indicated said that information they received during the virtual show from Siemens was important and influenced their purchase decision.

"What we miss is the in-person engagement." Now, they are using the Siemens Healthineers Shape21 infrastructure for everything (ACC, ECR), and applying continuous improvements from client feedback. This platform will continue to evolve to help the industry navigate these transformations, increasing focus on value and ensuring the human touch in technology. Overall, the virtual experience enables broader reach. But the downside is the quality of person-to-person dialogue is diminished.

TMTG: What is the 2021 plan for tradeshows and conferences: virtual for the entire vs. "back to normal" like in China? And what will be the new normal as far as you can tell?

AZ: He explains that they are already asking people via the Siemens Healthineers Shape21, "what do you think?" Different groups respond differently. 52% of decision makers indicated that digital or 'virtual' events are a good complement to physical events but cannot replace them. 39% of decisions makers see digital events as a good alternative to physical events and believe they could replace them. Therefore, approximately 90% of visitors believe that the future of tradeshows will not go back to exactly the same structure as existed pre-pandemic.

"We will go hybrid and take the best of both worlds." Prefer the reach of digital, while preserving the intensity of in-person events. Timing of hybrid events: "We do not know," but the top priority is the safety of our staff and customers. Sees the benefit of both digital and physical events. Siemens is going to do what's best to satisfy the needs of the client.

Discrimination for smaller companies? "In essence we are in strong competition for mindshare." The goal is to solve the customers' problems. Thus. "what is the best way to be heard?" Digital allows for more creative ways without physical constraints - if you take the opportunity. There is the potential for more competition through digital channels.



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MEASURING the VOICE-OF-CUSTOMER in HEALTHCARE

