

# Building Resiliency in Your Medical Imaging Digital Capabilities

*Addressing current and prevailing patientcare pain points with digital solutions*

New York, April. 2022

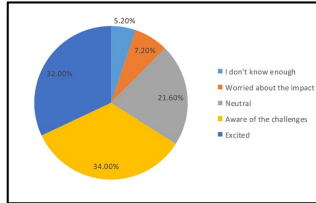
TLGG CONSULTING

“Indeed, the data might even preempt the need for a “visit,” and when they do prove necessary, they will no longer be visits or appointments **but informative, data-driven discussions.**”

- Eric Topol, The Patient Will See You Now: The Future of Medicine is in Your Hand

# FOUR FACTORS ARE DISRUPTING THE CURRENT GO-TO-MARKET APPROACH IN THE MEDICAL IMAGING LANDSCAPE

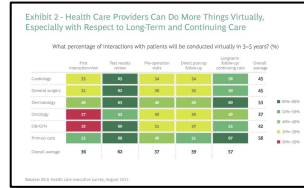
## BURDENSOME HCP WORKFLOW



- **Artificial intelligence beyond diagnostics** is an increasing trend to improve operational inefficiency
- 2/3 of radiology practices say they see no benefit as **the solutions do not address the true pain points**

\*MedCity News

## UNBUNDLING OF HOSPITAL



- Increasing demand for virtual and home-based offerings
- **66% of survey respondents say the federal government should prioritize increasing access to clinical care in the home**

\*Moving Health Home

## CONSUMERISM

	Lower cost (odds ratio)	Higher quality (odds ratio)	Relative importance for quality
Accuracy (96% vs. 87%)	2.95	8.03	65.8%
Vendor recommendation	2.97	6.86	63.9%
Online rating (4.5 vs. 2.5 stars)	1.70	8.61	80.1%

- Consumers say **imaging quality, vendor recommendations, transparent pricing, online reviews** are more important than cost
- 65.8% relative importance to consumers for imaging results accuracy from 87% → 96%

\*The American College of Radiology

## OPTIMIZING VIA PARTNERSHIPS

Medo AI and Medical Imaging Consultants announce partnership to simplify diagnostic ultrasound imaging.

**Butterfly Network, Ambra Health team up to streamline medical imaging integration**

- Rise in partnerships between medical imaging and tech companies into supergroups to streamline medical services
- Consolidation is on the rise between segments of medicine, but **70% of the radiology market is still ripe for consolidation**

\*RadNet

DETAIL

IMPLICATION

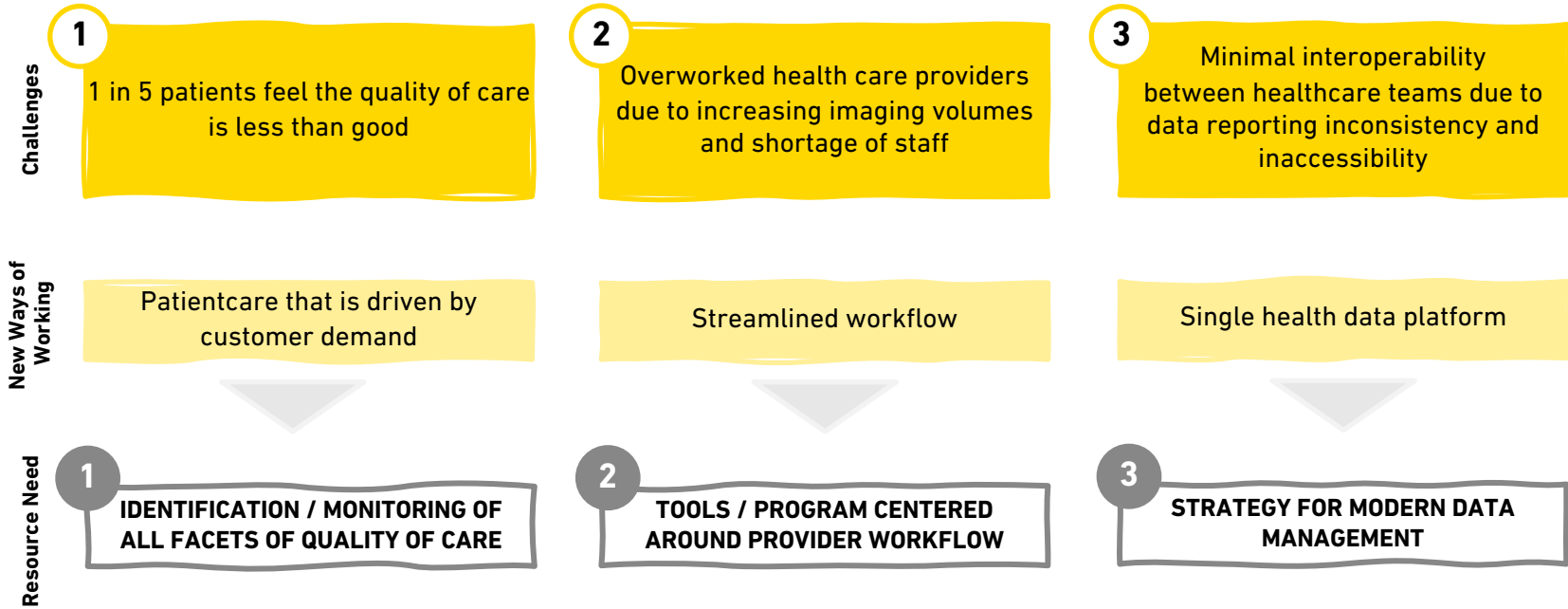
Create customer-centric offerings to streamline the holistic workflow of HCPs

Activate consumers wherever they are to leverage continuum of care

Utilize best-in-class equipment and marketing to maintain competitiveness in the industry

Identify opportunities for shareability of medical imaging data and for cost-effectiveness

# HOWEVER, THERE ARE **PREVAILING CHALLENGES** THAT **REQUIRE YOUR URGENT ADOPTION OF RESILIENT TOOLS AND SYSTEMS**



# YOU CAN PREPARE FOR CHANGE THROUGH 3 SEPARATE ACTIONS

1

**IDENTIFICATION / MONITORING  
OF ALL FACETS OF QOC**

2

**TOOLS / PROGRAM CENTERED  
AROUND PROVIDER WORKFLOW**

3

**STRATEGY FOR MODERN DATA  
MANAGEMENT**












## MEDICAL IMAGING MANUFACTURERS

Access to consumer data through CRM solutions to enable customer-centric product and software development

Create an end-to-end platform that manages radiologists' worklists and scheduling

Design a cloud-based IT solution that enables quick patient data transmission between care teams

# WE CAN HELP YOU WITH OUR **MEDTECH EXPERIENCE** AND **EXPERTISE** **CREATING CUSTOMER-CENTRIC DIGITAL SOLUTIONS**

	<i>MedTech</i>	<i>Pharma Excipient Supplier</i>	<i>Policy Maker</i>
CASE STUDY	<b>IMPROVING AN EXISTING LOYALTY PROGRAM TO ENHANCE CX</b>	<b>CREATING A DIGITALIZED SOLUTION PLATFORM</b>	<b>DEVELOPING THE VISION AND (DATA) STRATEGY FOR A HEALTH PORTAL</b>
WHAT	Identified future CX and business growth models for the client's loyalty program, successfully positioning the client as a <b>thought leader in the broader FemTech space</b>	Designed a platform that diversifies revenue streams, connects new partners, and integrates new services <b>for a software with a customer growth rate of 260%</b>	Developed the first prototype of the national health portal and <b>successfully implemented TLGG's partnership recommendation</b>
HOW	 <b>Internal &amp; External Analysis</b>  <b>Concept Creation</b>  <b>Go-to-Market</b>	 <b>Business Model Design</b>  <b>Platform Building</b>  <b>Pricing Strategy</b>	 <b>Interface Logic</b>  <b>Health Data Aggregation</b>  <b>Prototype Development</b>

LET'S **DISCUSS!**

**Mads Hebbelstrup | Head of Growth – [madshebbelstrup@tlggconsulting.com](mailto:madshebbelstrup@tlggconsulting.com)**

TLGG Consulting • 220 E 42<sup>nd</sup> Street, 12<sup>th</sup> Fl • 10017 NY

**TLGG** CONSULTING