

CASE STUDY

EXPLORER
a GHX company

Medtronic

MEDTRONIC ACCELERATES COMMERCIALIZATION WITH 4X ROI

New product sales achieving
4x ROI and ~\$500,000 cost
savings by leveraging Explorer's
digital case support solution



Medtronic

Results at a glance

- **4x ROI with ~\$500,000 in savings** via reduced T&E
- **Shorter sales cycles** with device orders placed immediately following the use of Explorer's solution
- **Market share growth** through accelerating revenue

Executive Summary

Explorer accelerates commercialization by synchronizing remote access opportunities with digital procedural playbooks and data capture. As an easy to use, secure mobile solution (designed to meet the requirements of HIPAA and GDPR), Explorer is accessible on any web enabled device.

The Goal

Medtronic desired an effective way to educate and train their customers while easing the burden and cost of travel for all parties involved. Their goals were to:

- Deliver best-in-class education via remote broadcasts of KOL procedures
- Enable sales via remote observation and on-demand expertise
- Force multiply Clinical Education Specialist and Account Manager roles via remote case coverage
- Optimize launch and adoption of the ILLUMISITE platform

The Challenge

Medtronic was set to launch a new version of its ILLUMISITE™ navigation-based imaging platform and preparing to educate and train field staff along with operating room (OR) teams across 150 hospitals that had pre-purchased the device.

Under the conventional approach, Medtronic's sales and education teams, alongside key opinion leaders (KOLs), would have to physically travel to customers' ORs to observe cases and provide support. The company faced a combination of logistical challenges such as coordinating schedules, the cost of cross-country or international travel, as well as the reluctance of KOLs to leave their own practice and patients amidst the mounting pressures of the COVID-19 pandemic.

**"We've brought together
20 operating units around this idea of:
Let's think differently.**

**We've shown that we don't have to
spend \$3,400 to fly a surgeon to a site
for case observation in order for a
product launch to be successful."**

Martin Osborn, Head of U.S.
Commercial Innovations, Medtronic

The Solution

Medtronic partnered with Explorer, a GHX company, to deploy the cloud-based digital case support solution, helping to accelerate ILLUMISITE adoption, peer-to-peer education, and sales training — all of which contributed to meaningful commercial acceleration.

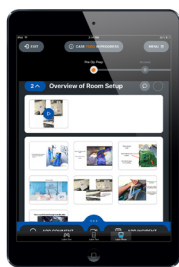
The Explorer solution has a minimal footprint that can be set up in minutes and does not need to integrate with any Hospital IT infrastructure and systems. Rather, Explorer comes with secure LTE connectivity with the option to leverage the hospital's Wi-Fi network.

Beyond a Platform Democratized Care at Velocity

Media-rich digital procedural playbooks map out standardized best practices and provider preferences step-by-step before and during procedures – including customized guidance for each clinical team member.

Remote access to live cases and support with two-way visualization and communication allow the device manufacturer's education team to train OR staff on its product, and KOL physicians to demonstrate their expertise live from any intraoperative setting.

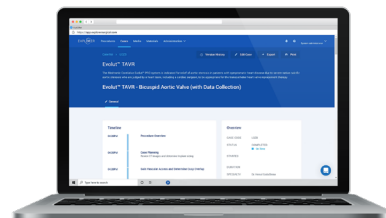
Intraoperative data collection provides real-time transparency and insights into product utilization and performance.



Customizable
Procedural Playbooks



Remote Access to
Live Cases



Intraoperative
Data Collection



“If I can’t be on-site for any reason, I use Explorer to gain multiple views into the OR and provide real-time support during ILLUMISITE procedures. With the white glove service of Explorer, we feel extremely comfortable using the technology. It’s not like we purchased something and now it’s ours to own and manage – it’s an ongoing partnership between the two companies.”

Jodi Weinzetl, Sr. Director of Global Education and Commercial Excellence, Lung Health and Visualization, Medtronic

Outcomes

Leveraging Explorer's digital case support solution, Medtronic accelerated commercialization of ILLUMISITE by providing remote education and support in cases where the company's educators, sales reps or KOLs could not be on-site at the hospitals. They continue to support optimal clinical outcomes by reinforcing best practices during live procedures anytime and anywhere through Explorer's remote solution.

REAL-WORLD EXAMPLE:

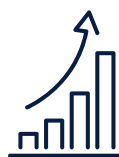
Within 24 hours of remotely observing a KOL's case broadcasted from a Wisconsin hospital, the physician placed a purchase order for ILLUMISITE at their facility.



~\$500,000 in savings:
Hundreds of thousands of dollars in cost savings through reduced T&E



4x ROI with accelerated sales cycles and product adoption



Real-world sales impact based on device orders placed immediately following Explorer deployment



New site expansion with installations in Hong Kong and Taiwan supported remotely, including avoidance of 21-day quarantine requirements for staff



GHX awarded Medtronic a **2021 GHXcellence** Award for its innovative approach to driving successful patient outcomes by scaling cutting-edge virtual training and case support. This included a Key Contributor Award for Jodi Weinzetl due to her irreplaceable contributions in the development of best practices for executing remote technology solutions for Medtronic customers.

Commercialization Accelerated

Since the ILLUMISITE launch, Medtronic has expanded its use of Explorer, leveraging the solution to train OR teams, provide sales support, and facilitate peer-to-peer education. Explorer is also helping Medtronic drive continued market growth for ILLUMISITE, as sales reps can provide broader access to cases performed by KOLs across the globe. The solution also supports expansion of Medtronic's field teams – education and sales – by enabling the company to provide remote training on ILLUMISITE and the company's other advanced technologies.

Learn more at ghx.com/explorer