Value

A fair or worthwhile return in goods, services and money for something exchanged.
Value Proposition: What makes you different or special from your competitors and why should they do business with you?

People
- Customer Interactions
- Emotional Awareness
- Customer Experience

Products
- Excellence
- Quality
- Trust

Process
- Quality Improvement
- Lean Process
- Blueprinting

Profit
“Firms can no longer compete on providing superior value through core products but need to move into the realm of customer experience”.

Paradigm Shift

“Disruptive Innovation”
- E-commerce
- Smartphones
- Internet of things
- Apps
- Curated information
- Omni channel Marketing
- Augmented Reality, Virtual Reality
- Amazon - Shift
- “Uberization” of Business models
- “Pandorization” of Customer Experience
Business to Business: Healthcare Trends

Healthcare Players: Medtronic, Covidien, GE, Stryker, Abbott, J&J

Portfolio Play: Offer a portfolio of goods and services with curated information and analytics which solve the customers' needs.

Value Added: Giving the customer something of value for which he would otherwise be willing to pay.

- Portfolio & value added services
- Partnering Agreements
- Profit/ Reimbursement risk share
- Prime Vendor Product & Services agreements
- Training: Beyond traditional product technical training
- Management agreements Cath. Labs, OR, Radiology
- Technical service
- Business Process Re-engineering ‘1990’s: Lean Six Sigma
- Customer Experience Blueprinting
“Quality is not what the company puts into the product or service it is what the customer gets out.” Peter Drucker

Value Network: “the content within which a firm identifies and responds to customer needs, solves problems, procures input, reacts to competitors and strives for profit.” Clayton Christensen

“It’s not what you do or offer that is important, It is how the customer experiences it that counts.”