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How to Drive Higher Medical Device Customer Satisfaction with IoMT

WHITE PAPER

Medical device service professionals have a lot to worry about. First-time fix rates (FTFR), travel time, and speed of service are key because they all impact one of the most important metrics: Customer Satisfaction. Recent research by the Service Council reveals that 70% of service leaders see a direct correlation between customer satisfaction scores and customer retention, increased service revenue, and contract sales[1]. A customer with medical devices that are up, available, and performing to specification is a satisfied customer who knows they can meet the high-demands of healthcare today.

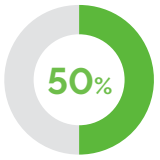
Remote condition monitoring gives your customers' medical devices the ability to tell you what's wrong—or what's about to go wrong—so you can fix it before your customer experiences any inefficiencies or downtime. Remote condition monitoring through an Internet of Medical Things (IoMT) platform enables your business to increase customer satisfaction by improving:

- FTFR
- Mean time to repair (MTTR)
- Predictive maintenance
- Customer-centric service models

Customer Satisfaction as a Sellable Product

With remote condition monitoring through IoMT, you can sell your customers on more than just medical devices—you can sell them improved uptime at a lower cost of device ownership.

Here are just a few of the ways that remote condition monitoring through the IoMT drives higher KPIs in customer satisfaction.



IDC predicts that **50%** of manufacturers will leverage predictive field services to speed delivery and **enhance customer value** by 2024.

Source: *IoT-Connected Service Drives Innovation and Customer Value, citing IDC FutureScape: Worldwide IoT 2019 Predictions*

"Remote device monitoring enabled by IoT is critical in meeting the needs of patients and healthcare organizations. The technology lets medical device manufacturers and providers assess the current state of deployed devices, spot potential problems, and more efficiently plan service and maintenance of the devices."

Source: *How Advanced Medical Device Technologies Can Enhance Offerings and Deliver Value in Times of Uncertainty*, RTInsights

1. "Measuring the Impact of Customer Satisfaction on Operational Performance," The Service Council, September 2020

IoMT Remote Condition Monitoring: Solving Problems Before They Happen

What It Looks Like

Devices that seamlessly send real-time data allow service professionals to assess, analyze, and act on issues before they become problems—or affect patient outcomes or lab efficiency. With a centralized remote condition monitoring platform, service teams can easily leverage the sensor data and diagnostics they need to become more proactive and less reactive. Data insights from remote condition monitoring better enable technicians to understand and monitor usage, performance, and productivity from a distance. These patterns enable technicians to detect faults and prevent downtime before it occurs—and often before the customer is aware of any issue.

Real-World Results

Leading microscopy maker ZEISS Microscopy used remote condition monitoring through the IoMT to address equipment issues before they occurred, increasing uptime. Now, ZEISS reduces calibration-related downtime by 92%

> "For both researchers and laboratory facilities, the consequences of equipment downtime are significant. For researchers, equipment delays can extend completion of projects; in worst-case scenarios, it can force scientists to invalidate test runs or other work in progress.'"
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> Source: *ZEISS case study*

Happier Customers with Predictive Service

Technicians get a call from an unhappy customer whose device is malfunctioning and affecting patient outcomes. The technician makes their repairs and the problem is resolved—but only after the customer has experienced downtime.

With predictive service, technicians monitor equipment based on data sent directly from devices and can address malfunctions before they happen. After maintenance, the customer continues to collect data for trend analysis and gain insights into a wider picture of general maintenance and service needs—both across their toolset and across all deployed devices.

Catching issues early, or preventing them altogether, means less overall wear-and-tear from breakage and invasive servicing. Devices run smoother and last longer. Customers gain more reliable levels of productivity—and recognize your service as a critical piece of that success.

IoMT Remote Condition Monitoring: Faster Solutions to Complex Repairs

What It Looks Like

Medical device technicians always have real-time utilization, performance, and failure data at their finger-tips. They receive in-depth performance information from all connected devices so they can go into the field with data-based readiness, instead of relying on customer analysis of device issues—or going into a blind dispatch. With real-time data and remote access, technicians can maximize efficiency for fewer interruptions to customer productivity.

Real-World Results

Leading integrated cancer therapy system manufacturer Varian Medical Systems uses IoMT to solve customer problems faster—sometimes completely remotely. Now, Varian cuts their response time in half and saves hours of treatment time for each avoided service visit.

"It's a great first line of defense. Whenever I run into problems, Varian can take a look at the system online, and I can watch what they're doing. The engineer doesn't have to make a trip out here just to diagnose the problem."

–Tamara Focht M.S., Chief of Medical Physics, Cape Cod Hospital

Source: Varian Case Study

Improved Customer Satisfaction with Optimized Field Service

Technicians need to visit the customer's site in order to accurately diagnose and address problems. But often, when a technician arrives on-site, they don't have the exact parts they need because they were given partial or incorrect information about the issue. And if it is a complicated or unexpected repair, the time and money sinks can increase exponentially.

With optimized field service at a distance, technicians can identify the correct issue, part, and solution before they get on-site—saving time and money for you and for your customers.

Technicians and customers struggle to prevent downtime and preempt device failure. Incorrect diagnoses, slow resolution times, and low FTFR lead to poor customer satisfaction.

With optimized field service, technicians come fully prepared, leading to improved FTFR, MTTR, and overall customer satisfaction. Customers' uptime rates increase in turn, adding value to your service reputation and securing contract renewals and high customer satisfaction rates.

IoMT Remote Condition Monitoring: Future-Ready Medical Device Service

What It Looks Like

Technicians optimize their remote condition monitoring processes and gain confidence in role-based customizations. They find creative new solutions to old problems—adapting and improving service in ways that support each unique mission. And as they discover new benefits to remote condition monitoring and IoMT connectivity, they unlock deeper analytics, more profitable contracts, and better service opportunities for their customers.

Real-World Results

Sysmex, a leading manufacturer of in vitro diagnostic hematology and clinical laboratory products, uses IoMT through the healthcare ecosystem's transition from "sick care" to "well care." Using their new smart, connected blood analyzer, Sysmex has improved service quality, reduced customer downtime, and decreased the cost of service.

"It is no longer going to be sufficient to sell instruments. You've got to put a wrapper around them that demonstrates their value to the patient experience."

–Andy Hay, Chief Operating Officer, Sysmex America

Source: *Sysmex case study*

Industry-Leading Reputation with a Revenue-Driving Service Model

Stagnant, traditional service meets customer needs, but doesn't anticipate how those needs will change and grow with new technology and customer expectations. Service and support at a distance opens the door for advanced, scalable operational processes that create revenue and are ready for next-gen servicing opportunities.

While meeting customer needs is vital and valuable, keeping goals steady can really mean falling behind as competitors on-board remote condition monitoring and IoMT technology. An advanced service ecosystem positions your servicing department as a revenue-driving leader across the company. Customer satisfaction becomes an ever-stronger differentiator as you begin to raise the bar for competitors.

IoMT Platform Capabilities That Improve Customer Satisfaction KPIs

IoMT PLATFORM CAPABILITIES	CUSTOMER SATISFACTION BENEFITS
☑ Real-time asset monitoring	☑ Increased equipment uptime
☑ Critical alert notifications for service issues	☑ Advanced problem-solving before an issue impacts the customer
☑ Diagnostics to assist with issue resolution	☑ Speed MTTR and FTFR

IoMT Is Your Customer Satisfaction Differentiator

Remote condition monitoring through IoMT empowers technicians to provide predictive and condition-based services that minimize MTTR and maximize FTFR—driving higher KPIs in customer satisfaction.

Explore more ways the IoMT drives customer satisfaction KPIs.

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