

The Power of Integrated Delivery Networks

Unlocking Benefits for Medical Devices Manufacturers

Our IDN strategy helps medical device manufacturers exceed their business objectives

A medical device manufacturer approached us to understand how an IDN strategy can help them bolster their business in the US.

What did they achieve?

18%
increase in revenue

30%
increase in satisfaction scores

[Read Case study](#)

What is an IDN and how will it help your business?

Healthcare spending in US to reach \$6.2 trillion by 2028

National health spending is projected to grow at an average annual rate of 5.4 percent for 2019-28

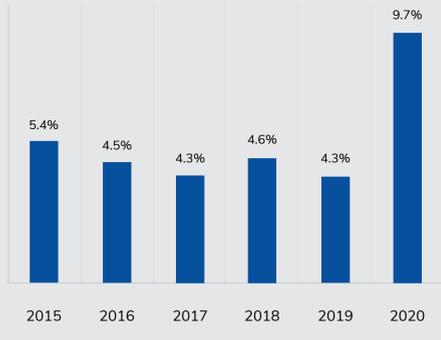
\$4.1 TN

Healthcare Spend in 2020

However, when compared to other nations, US falls short on outcomes, as well as life expectancy

National health expenditure in the US

■ Average annual percent change from previous year



The goal of an IDN is to improve patient outcomes while reducing costs of care delivery

IDN is a healthcare organization that coordinates care across multiple providers and facilities. This can include hospitals, clinics, primary care physicians, specialists, home health agencies, and other health services. The goal of an IDN is to provide coordinated, high-quality care to patients while also reducing costs.

The IDN model is becoming increasingly popular as healthcare costs continue to rise. IDNs reduce costs by improving the efficiency of care and by reducing avoidable complications and readmissions. IDNs can also improve the quality of care by coordinating care across providers and making sure that patients receive the right care at the right time.



They are a network of healthcare providers delivering high-quality, coordinated care



With an aim to improve efficiency of systems and enhance market competitiveness

Centralized care management

Providing a platform for care providers to share information and coordinate care for patients

Increased cost savings

Negotiating prices by pooling purchases across IDN and leverage combined size of procurement

IDNs look to healthcare organizations to achieve their goals



In turn, medical device manufacturers leverage IDNs for their commercial success



There are over 1000 IDNs in the US, make informed decisions on your target IDN

Although the volume of IDNs runs into thousands, the volume of claims varies based on region, therapy areas, and the goals of the IDN.

Focus efforts based on their potential (bed/procedure counts), level of integration, financial risk, etc.

Identify key personas within the relevant IDNs - key executives and C-suite individuals within the right IDNs who are often the major decision-makers.

Target IDNs and key decision makers effectively by customizing your approach to each individual based on their channel preference, online presence, influence network, and so on.

We help you design and implement an effective IDN commercial strategy

We understand that IDNs are integral to your commercial success. We design a digital engagement engine that traverses the depth and breadth of the IDN universe. Through a deep knowledge-driven approach, we identify appropriate IDNs for targeting and foster the complete spectrum of IDN stakeholders while establishing digital profiles across persons, groups, and roles. Our pre-built data models, algorithms, and technology help to segment IDN stakeholders and recommend a customized omnichannel engagement based on aligned business objectives. Optimize your time and resources by engaging with the most relevant IDNs and stakeholders.

[Talk to us to know more](#)