

The GET Global service has compiled some top tips for SMEs seeking to access international markets. These are based on feedback from both SMEs and an international panel of investors, purchasers and industry leaders. These will be updated regularly as we gather more feedback.

Don't try to rock their world

The strategy should be to integrate with existing systems rather than reinventing a whole new one. Health professionals don't necessarily want their whole world to be completely transformed but they are ready to adopt new tools that will integrate with their processes and improve their practice and the level of care for patients.

Quality comes first

When presenting to a medical director, the price is important but quality will always come first. It's about improving clinical outcomes. Highlight the positive impact of your solution on patient care e.g. reduced admissions, shorter hospital stays, more complete patient records, improved patient safety, and better home monitoring.

Patient-centered is the word

Don't forget the patient! What do patients think of your solution? How has it impacted the self-management of their condition? How has it improved their patient experience? Patient/ user stories can be powerful in communicating the value of your solution.

Scale of adoption elsewhere

Buyers want to know about clinical trials, which markets have already adopted the solution, how many patients/ hospitals/ healthcare providers/ insurance companies are currently buying your solution and the impact of this on patient care and clinical outcomes. Testimonials from existing buyers can be powerful in communicating the value of your solution to healthcare providers.

Know your market

All healthcare markets are not the same so do your homework on specific market challenges - whether they relate to data ownership, sharing or legal constraints. Your solution must be transferable and scalable - show buyers how you have adapted your solution/ product to meet their specific market requirements.