Building and Networking with Philips Fellows Comunity 2021 Strategic and Tactical Plan

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# Philips Fellows Relations Department





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#### Introductory Remarks and 2021 Goals Fellows Relations Department Mission

• 2021 Goal



03

#### **Fellowship Market Overview**

• Targeting and Segmentation

### **Strategic and Tactical Plan**

- Analytics and Strategic Plan
- 2021 Objectives and Plan Overview



# External

The Philips IGT program provides fellows with more exposure to the latest in technology innovation, opportunities for fellows-initiated research, and a valuable partner in ongoing career development.

# Internal

Philips serves as the strategic partner for future leaders while influencing value-based healthcare outcomes (efficient and effective) across the spectrum of patient care – decide, guide, treat and confirm/ See clearly & treat optimally

Early impact and relationships will lead to *early product adoption*, *lasting loyalty* and ongoing success for both parties.

# Partnership is our goal

- Overall goal: Partnering with fellows and program directors helps them on their educational journey;
- 2-pronged approach to nourish deep relationships with our tiered targets





TEACH







Introductory Remarks and 2021 Goals Fellows Relations Department Mission

• 2021 Goal

01

02

03

## **Fellowship Market Overview**

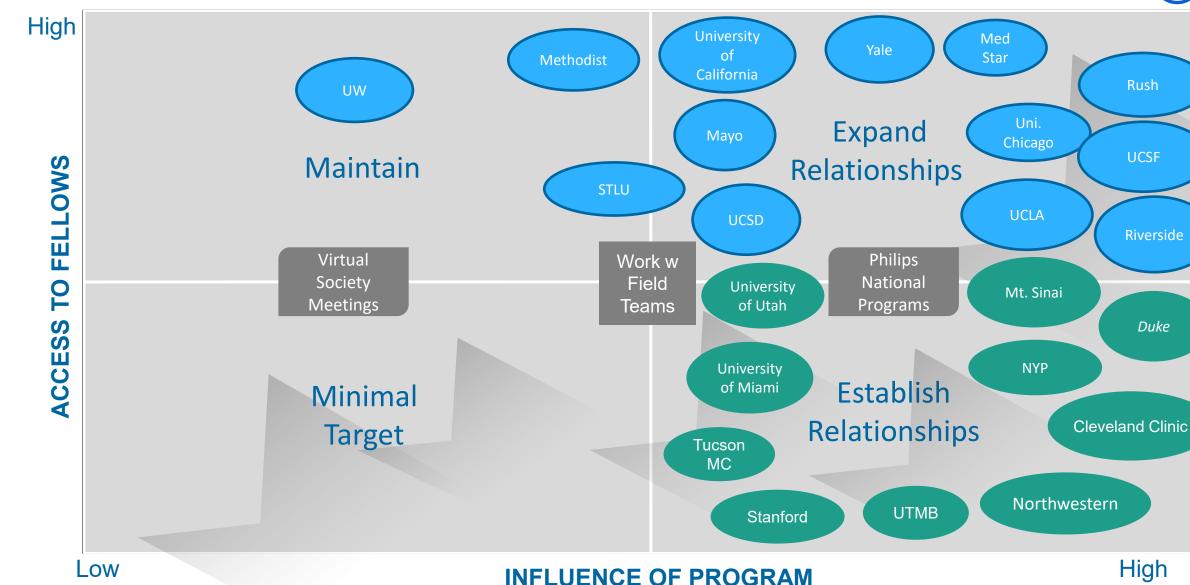
• Targeting and Segmentation

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# Philips Fellowship Program Channel and Hospital Segmentation





Illustrative of targeting and segmentation.





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#### Fellowship Market Overview

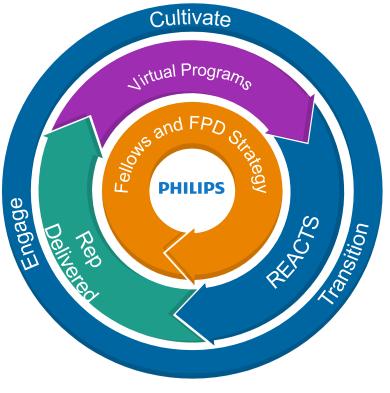
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### **Strategic and Tactical Plan**

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### 2021 Objectives: Build on 2020 momentum

1. Continue with ONE Philips Fellows' Strategy

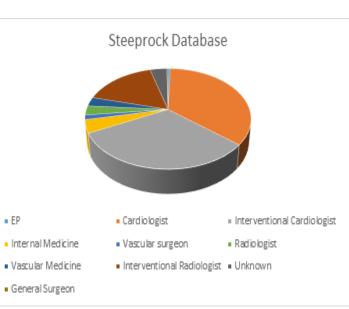


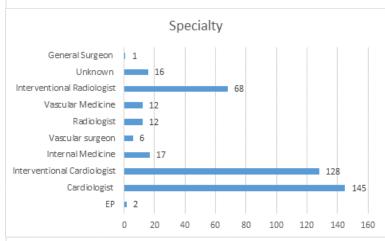
Working from the inside out.....

3. Build Global Philips Fellows Loyalists Community



2. Expand and nurture Fellows/early career database





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# Philips fellow's education pathway\*



Targets: Interventional Cardiology Fellows, Interventional Radiology Fellows, Vascular Surgery Fellows

Engage	C	> Cultivate		Transition			
Live & virtual Programs	Live & virtualPrograms	Rep Programs	Live & virtual Pro	grams	Rep Programs		
National Fellows Based Conferences	On Demand Proctorships	Local/Regional Dinner Programs (live/virtual) Touch Points and Follow Up	Medical Education Training Sessions		Local/Regional Dinner Programs (virtual or live)		
Medical Society Meetings	Medical Education						
Engagements with Fellowship Program	Training Sessions		Philips ONE Train	ning	Customer		
Directors & customized trainings Philips ONE new fellows' training/ collaboration	Global Mentorship		Speaker Training for Future Leaders		Onboarding with New Attendings		
1 <sup>st</sup> Portion of Fellowship		<sup>nd</sup> Portion Fellowship	3 <sup>rd</sup> Portion of Fellowship				
Virtual	Virtual		Virtual				
Philips Eliite Academy registrations	Philips Eliite A	cademy (inclusive of	P	Philips Eliite Academy (inclusive of Broadcast Med): Module Offers			
Case web broadcasts	-	d): Module Offers					
Fellowship program directors	Case web broa	dcasts (ongoing)	C	Case web broadcasts (ongoing)			
Fellows Roadmap Brochure		Fellowship program director customized trainings (Grand Rounds)		Fellows Journal Club* (ongoing)			
Internal				EACTS			
Steeprock Platform Fellows Tab							

# 2021 Overall recommendations Continue with 2020 approach

Continue with the **strategic approach** working from the inside outtargeteting Fellowship programs to increase the sphere of influence (*Quality* over *Quantity*):

- Drive constituency cascade via Fellowship Program Directors, who influence and help guide customized offerings;
- Ensure continued alignment with field sales organization
  - Understand most important fellowship programs from a business perspective (devices and systems) Tier one target list
- Leverage medical society channels and offerings to ensure reach
- Encourage high touch encounters coupled and supported by broad reaching offerings
  - Provide relevant education to targeted fellows; Use of PEA resources
- Ensure transition is seamless and coordinated with the field sales organization & ensure continued communication





#### 2021 Philips Fellows Program Strategic Plan Overview: Take Charge!

STRATEGIES	ENGAGE			EDUCATE				EQUIP AND MEASURE		
INITIATIVES	Society Fellows Education Leads	Know the Fellowship Program Directors	Partner with Sales & Clinical Leadership	National Mentorship	REACTS	Implement the Philips Fellows Education Pathway	Fellowship Program Directors	ONE Philips: Graduating Fellows Initiative	Driv	e Results and Take Charge!
TACTICS	Brainstorm competency assessment	Continue to develop relationships with top FPDs	Brief Philips leadership* on fellows' strategy/ expectations	Program of 8-10 fellows meeting monthly	Pilot w/ UCLA	Small group learning- Microbursts	Customized series	Field sales force transition report and follow through 1-day KTL presentation & hands on		DashboardSurvey of Fellowship Program DirectorsField SalesLive and Virtual Council FeedbackTracking Council Fransition
	Optimize and leverage offerings /database	Fellowship Program Directors Advisory Board	Support regional/local programs including Journal	Driven by Steering Committee		Virtual	Needs assessment		Coun Feedb Track	
	Group engagements with targeted Fellowship Program Directors and respective fellows Club and other Ongoing communication with leads and status updates Explore ways to use social media w		Ongoing communication		Potential for white paper	Journal Club	Competency assessment	program Meet your new Philips partner	(marke	Studies (marketing /other) nt (1 yr mark)
			with fellows	ith fellows		Grand Rounds (case series)				
	*Calos and marketing					Close the Loop Transition Meetings				PHILIPS

\*Sales and marketing