Intro (recorded separately):

https://riverside.fm/dashboard/studios/health-connective-show/recordings/2adf4bdf-e177-45ab-a32b-52e53a57b4f0 (need to cut 00:18-00:24, 00:51-00:57)

Welcome to the Health Connective Show. I'm your host Michael Roberts.

Today, we're taking a look back at some of my favorite conversations from this year. We had several amazing guests throughout 2024, and I'm very proud of the content we've been able to collaboratively publish.

As I thought about my criteria for how I would select the "best" clips, I focused in on how often I referred back to specific interviews. These clips were remarkable, worthy of bringing up at a later time.

I noticed that these excerpts fell into two buckets.

The first was an overall idea of making systems truly useful for people: a great product that smoothly and efficiently meets a high priority need.

The second was the idea of how to get that product out there to people in a way that would resonate.

We'll start with that first bucket of making great products, and we'll start with Michelle Currie's conversation in episode 8. She's talking here about really getting in the headspace of physicians and nurses to understand their true needs.

Developing for Physicians

Michelle Currie - https://www.healthconnectivetech.com/show/hc-show-8/ 7:55-10:05
https://www.dropbox.com/scl/fi/4vnpupnertffi0e1nmh4g/Health-Connective-Show-08-FOR-REVIEW-v2-Michelle-Currie.mp3?rlkey=gxmcd3k6u8symem043tqc85uy&e=1&dl=0

These people, they're working in very stressful environments. They're also usually pressed for time. They're collaborating with a lot of different people across many different departments. And so there's high you know, there's high requirement for collaboration and communication.

~~And so, you know,~~ if you really understand what problems the end user is having, what barriers do they have kind of in their day to day just to get through the day.

For example, you know, physicians may at the end of the day, their main goal. You know, one of them is probably to be able to go home and have dinner and to not have to open their laptop again at night, you know, to finish kind of charting. They may want to have information teed up for them that is actually relevant to that patient and relevant to that specific encounter before they go into an exam room where they only have ten minutes.

~~And so really, you know, from my perspective,~~ if you solve the problems that the end users have and you really, you know, like I said, instead of adding a burden, you really take some of that burden away. Then the adoption follows. I mean, if you have a well-designed product that that fits a need, it's going to be adopted. And so I think adoption for me is more of a lagging indicator, you know, and so I kind of try and ferret out, okay, what are those leading indicators that we'll know as soon as they start someone starts to use it or a handful of people start to use it. Are we hitting kind of those marks?

And a lot of it for physicians is about, you know, efficiency. It's about an efficiency not just from a getting through kind of their workflow, but getting information that's relevant, clinical decision support that's going to help them digest all that information and then get to the next step, which is a decision, you know, what needs to happen next. So those are the types of the types of things that we really focus on ~~is, you know, what do they need you to do?~~

I think a lot of times that what I've seen in healthcare is that technology companies who don't really understand what physicians do come in and they say, oh, well, we think that this is a great product and it may be a great product, and a lot of times it is a great product, but it's not the top priority that people need solved.

Bridge 1

Michelle came at the problem of solving IT needs in a hospital by putting the end user first. Our next highlight shows how the orthopedic company Episurf Medical is using a similar method, not only for the initial interaction of a surgeon needing to place an order but also in the ongoing communication with the surgeon.

This is Patrick Jamnik from episode 25.

The Customer Experience

Patrick Jamnik https://www.healthconnectivetech.com/show/hc-show-25/ (22:15-24:02)
https://podify-team.monday.com/boards/6999234728/pulses/7261635500

Anytime you're, you're dealing with custom implants, there's a lot of back and forth that can, that can happen and, and you never want to there to be any questioning of sort of, where are we at or what's next or, or how long does something take?

And, and in the medical world, this is something we have struggled with historically. I mean like pizza companies for example, you know, like I can order a pizza on Domino's and I can see like, oh there's the guy putting the pepperonis on the pizza right now. But, but it used to be in the medical world, it's like you'd place an order for a custom implant and it's like, okay, let's just keep our fingers crossed that a box shows up. It's in six weeks. But I can, you know, on a, on a pizza, you know, I can order a pizza, I can follow the driver from leaving the store right to my right to my house on a, on an app. So we're aiming to create as positive of a, of an overall kind of experience as we can. And that's something, as a small company, there's many of things, many things that are, we are disadvantaged by just relative to to size.

But the vibes, for lack of a better way to put it, the vibes around the company, when someone is ready to, to order a product from us, we are in quite a bit of control of over that. So we better be doing a good job at that. There's a couple of other things that I, that are just sort of coming to to mind as we talk about this customer experience that we try to work with. One is an easy approval process. Surgeons need to approve the, the products, but I've been a part of at different companies throughout the course of my career and different types of custom produced things, the surgeon would have to go in and log in, but they would have to like log in from a desktop because the software only worked in a way that like they only could do it from a, you know, a desktop.

So they try to get a surgeon who's busy either seeing patients or operating be like, Hey, I need you to go to your office and then go in and log in and I know you forget your password, but just click on the reset password, then go check your email, we'll send you a new password and you know, all of this just to click a green box. That's kind of a pain for them to do. So we try to make our approval process as easy and as as painless as possible for the surgeons.

Bridge 2

It really comes down to how much you respect the person you want to have as your customer. A sloppy experience is wasteful, especially in a day when the healthcare system is already stretched thin.

Jennifer Cain Beerk-mose-uh illustrates this for us in episode 26.

A Love Story

Jennifer Cain Birkmose https://www.healthconnectivetech.com/show/hc-show-26/ https://podify-team.monday.com/boards/6999234728/pulses/7134177679

(17:07-17:36)
I think so much of this is a love story about the customer, whoever that customer is. Do you truly love your customer and therefore are you leaning into understanding their reality, understand what they're trying to solve for, understand what their daily challenges are? And the more we get passionate about listening and understanding what their challenges are, the more curious we can be and more equipped we can be to design with them.

Bridge 3

I wanted to pull one other clip from our conversation with Jennifer. This time about our aging population.

Aging Population

https://podify-team.monday.com/boards/6999234728/pulses/7134177679
https://drive.google.com/file/d/1en0cbOfwI8bLVbdi9ZIRuroFAwMwG2vO/view?usp=sharing

(14:16-14:19)
Every day 6,000 people in the United States turn 65, and those 65 year olds are tech savvy. And so all of us who are designing things that are tech, we're designing a world that we're all gonna age into ourselves. And as you design for the younger part of this generation, you are going to be having a willing participant group in the over the next 20 years.

SHORT INTERLUDE HERE

see early episodes where we used a bass line as the transition between segments

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Bridge 4

https://riverside.fm/dashboard/studios/health-connective-show/recordings/2adf4bdf-e177-45ab-a32b-52e53a57b4f0 (00:09-00:30)

For the first part of the show, our guests talked about creating products by focusing intently on your customer's needs.

Now, let's talk about marketing those products. How do you let the right audience know about what your company has built?

Rachel Knutton explains the need to be memorable and how that means your message won't appeal to everyone. This is from episode 23.

Marketing as a Startup and as a larger company

Rachel Knutton https://www.healthconnectivetech.com/show/hc-show-23/ (~10:40-11:52)
https://drive.google.com/file/d/1o_3z04yRgYOm_7G1W774AC2pIX8YidMC/view

So when you play it safe and you appeal to all types, that makes sense. But then you aren't standing out. So again, going back to having some courage to find your, your tone of voice and how you present your brand, that is what is gonna resonate. And it might not be for everybody, but you don't actually have to appeal to everybody to be successful, right? You need to appeal to the right people. And I think the more in line that your brand positioning and your values are with that end customer and it is differentiated, ~~like, oh, they're the guys that do blah, blah blah,~~ and I feel like they understand me, they have empathy for where I've been. So you've expressed that through positioning yourself from the customer's point of view, not just this product as A, B, C, but you're talking to that higher level of like self-actualization for the customer.

I think that's where you make that connection. That also means you're gonna leave some people behind because they're gonna be maybe turned off by that a little bit. But I think the better risk is to stand out to someone who is gonna make a decision and make it easy to connect with them.

Bridge 5

https://riverside.fm/dashboard/studios/health-connective-show/recordings/2adf4bdf-e177-45ab-a32b-52e53a57b4f0 (00:55-01:14)

Anytime you release a marketing message, you're taking some sort of risk. As Rachel said, you want to take those risks that better enable decision-making.

This next clip talks about risk-taking when it comes to the very core of your messaging. Jantzen Cole proposes that marketers need a new mindset in relating to their audience in episode 28.

Who's the Hero Here, Anyway?

Jantzen Cole https://www.healthconnectivetech.com/show/hc-show-28/ (2:30-5:00)
https://podify-team.monday.com/boards/6999234728/pulses/7192426309

As a marketer you spend so much time thinking about your product, that's effectively what you are tasked to promote and, and gain engagement on. And so when given these certain outlets to create campaigns and that sort of stuff, the defacto is always the product.

Mentally. As I've matured, I also have started to recognize that while we're all generally behind a product, what moves people to a product more often than not is some type of emotion, some sort of connection. And me as a consumer, I don't connect well to inanimate objects, but I do connect well to people. So a lot of my shifts and changes began with the question, what makes me feel, what makes people feel?

And then answering that started to skew what I wanted to be leading in some of these campaigns. So the goal for me was to create an emotional draw to our brand. And kind of the thesis that came outta that was I just feel that human beings are gonna be more likely to create that connection than products.

Uh, I certainly don't wanna leave the product completely outta the conversation, but allow the product to be a supportive tool, a useful tool that accentuates and enhances skill sets with the surgeon and the tenacity of the patient, whichever one you're really kind of leaning into and sometimes both. But that, that was kind of the tone shift that I arrived at and, and kind of shifting around the hero of the story and, and our work.

And then the second piece, you know, if you really wanna get factual about it, the most highly variable parts of most med devices are the surgeon and the patient.

And so it is kind of true that those two are the heroes, right? Same device. I've seen it not be a very good device, but in a, in a very gifted person's hands, do fantastic. Also seen a great device in hands that are untrained or not as, not as experienced, not do so well. So also just from a truth standpoint, I felt like the truth was that, you know, a great physician with my product gives great results as long as the patient also is a great patient, is compliant, plays their part, has, has a good mentality and, and you know, those are the things that they're supposed to do. So when I started the stack rank responsibility for success, frankly I felt like we did come in third.

Closing

https://riverside.fm/dashboard/studios/health-connective-show/recordings/2adf4bdf-e177-45ab-a32b-52e53a57b4f0 (00:09-00:53)

I could pull from several more shows this year to point out some of the wisdom shared. We had fascinating conversations with differing perspectives on how much of an impact AI would make in medicine in the near future. We discussed advertising technology, and we talked about telesurgery and all kinds of other intriguing topics.

But today, I want to keep this recap to the point with a few narratives that continue to resonate with me:

1. Successful product teams keep a relentless focus on the customer's needs
2. Marketing teams must take risks to truly resonate with their customers

Thank you for joining us for this episode. May you have a wonderful holiday season.

For more on the Health Connective show, please visit HC.Show for previous episodes and Health Connective as a company.