# ZEBRA

# Sell What Healthcare Has Been Waiting for All Along

## Solutions that unburden caregivers, restoring time for patients

**See a surge of sales by turning conversations into conversions**

Zebra's new messaging will take you there. Designed to deepen customer relationships by demonstrating that we understand their most precarious problems — it's how you'll position yourself as a trusted strategic advisor.

# Unleash Sales

## With solutions that healthcare facilities need right now

Across the globe our healthcare systems are overwhelmed, understaffed and facing surging demand. Their legacy technologies are stitched together with siloed systems that don't talk to each other, leading to multiple, unnecessary workarounds. It's costing more time, creating more processes and frustrating our caregivers who are already running on empty.

Are you ready to change all that?

Use this playbook to elevate your conversations and your status as a trusted strategic advisor:

- **Master new messaging** to confidently engage with customers
- **Communicate value, urgency** and unconsidered needs
- **Get in their heads,** by understanding different decision-makers' needs
- **Seize new opportunities** with solutions that enhance operations facility-wide

## Fewer Workarounds. More Time for Care.

You're not selling widgets. You're giving caregivers more time in a place where minutes matter. **Fewer Workarounds. More Time for Care**. A simple statement that's profoundly meaningful to our customers because it shows that you really get it – the lost time, steps and sanity.

## Zebra's New Messaging and Why It Matters to Them and to YOU

Because sales is all about conveying trust, loyalty and building genuine connections. Zebra's new messaging does that by demonstrating a shared purpose: together, we're in the business of healthcare, creating more efficiency and ease. Our new messaging:

### Expresses Our Evolution
Progressing from selling hardware and software to providing holistic, interoperable, comprehensive solutions.

### Relates Our Empathy
Showing that we understand healthcare's biggest challenges.

### Explains Our Expansion
Moving from an audience of one, IT,  to many – fully inclusive, covering clinical operations, nursing teams, executives, finance teams and administration.

## Why It Matters to You?

Zebra's new messaging gives you the ability to:

**Communicate our value**
Why we're:
- Different
- Better
- Worth more

**Demonstrate the urgency for change**
- Inefficient, unsustainable processes (and workarounds)
- Global trends
- Patient expectations
- Gap between demand for healthcare and supply of healthcare workers

**Differentiate Zebra using unconsidered needs**
- Supply chain
- Purpose-built
- Using predictive data
- Device security

## Why does it really matter to you?

It's a pathway to more sales with a partner invested in boosting your bottom line through:

- Exclusive pricing model and deal incentives
- Strategic go-to-market sales support and training
- Qualified sales leads generated through Zebra marketing campaigns

## Why It Matters to Your Customers:

**It's Empathetic**
- They feel their problems are heard and understood
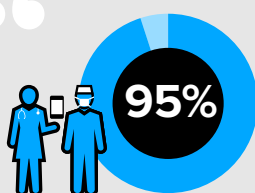- They appreciate solutions built in consultation with caregivers

**It's Authentic**
- They know we're not over-promising, we're delivering meaningful solutions

**It's Dedicated**
- They understand our investment in them and our commitment to their success

## It Works:

**95%**

"**After evaluating Zebra's positioning statement, 95% of surveyed healthcare professionals told us that they're highly motivated to learn more and consider a purchase[1].**"

# Let Zebra's New Messaging Work for You

## Conveying Value

**Use Our Effective Messaging Strategy Based on an Old Adage – Give Them What They Want**

How are Zebra Healthcare Solutions different, better and worth more to your customers? They're designed with caregivers in mind. We studied their workflows, watched how they communicate and then simply asked them what they needed. Taking in everything, three principles emerged. These will help you tell the value story.

**Zebra Healthcare Solutions are:**

|  | Caregiver-Centric | Unifying | Restorative |
|---|---|---|---|
| **Focus** | Workflow realities | Interoperability and collaboration | Instilling ease and manageability to gain more control |
| **What that means:** | Streamlining workflows to simplify or automate tedious processes. With more efficiency, time is regained at the bedside. | Immediate access and instant connection with patient information, data, equipment and colleagues – all on-the-go. | Purpose-built equipment that works intuitively with less complication, frustration and more ease. |
| **What that looks like:** | • Designed in collaboration with the caregivers who will use them<br>• Healthcare solutions that work without workarounds<br>• Adopting technology that works the way they do to better solve for all areas of healthcare holistically | • Interoperability to connect equipment, information process and people<br>• Access to an entire global network of:<br>  – Specialized partners<br>  – Independent service vendors<br>  – Electronic medical record platforms<br>• Security with data encryption compliant with industry and government regulations | • More confidence with the power to solve in the moment with less anxiety<br>• Training that's a no-brainer with an intuitive, user-friendly, familiar operating system<br>• Purpose-built for healthcare environment and to lessen frustrations |

## Expressing Urgency

It's human nature – people go with the status quo, unless they feel a compelling reason to change. We've got plenty of reasons to show them the time is now.

### Global Trends

- Growing and aging population
- Rising prevalence of chronic disease
- Workforce shortages

### Growing Patient Expectations

- Patients demand greater transparency
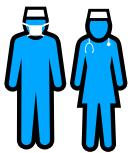- Patients crave more convenience
- Patients want more access to care

### Gap Between Supply and Demand

- Worldwide, we will need 80 million healthcare workers by 2030; however, it is predicted that we will be 15 million short[2]

## Everyday Frustrations Fuel Clinical Dissatisfaction

**Our caregivers step up to fill that gap – but they're running on empty:**

- Cognitive overload
- Fewer caregivers
- Alarm fatigue
- Missing equipment
- Unanswered pagers
- Missed calls
- Siloed information

**OVERBURDENED CAREGIVERS**
Nurses create **27 workarounds** each shift and are in 36 different places over the course of an hour[3]

**BURNOUT**
**80% of physicians** are at capacity or overextended[4]

**ATTRITION**
**36% of nurses** have considered leaving the profession[5]

# Demonstrate Differentiation

Zebra's expertise as a global technology leader gives us our edge, with the ability to address your customers' unconsidered needs – from security to supply chain.

## Supply chain

Notoriously overlooked in the healthcare industry. Customers miss out on opportunities to control inventory and costs. By understanding purchasing patterns and supply utilization, they'll optimize and improve supply chain efficiency. Customers can leverage Zebra's supply chain expertise built over decades of experience in warehousing, manufacturing and retail.

## Purpose-built

Typically, our customers are unaware of what we mean by "purpose-built" engineering or why it's important for them. Tell them. We build devices using medical-grade plastics that help reduce infection risk, hold up to rigorous, multiple cleanings and support UV-cleaning protocols.

## Using predictive analytics

Our customers are generally in the dark about how predictive analytics can help reduce readmission rates, increase admission throughput and improve operational efficiency. Show them. Analytics can be used for better patient engagement, delivering preventive care and enhancing communication.

## Hardened devices for security

Healthcare accounts for 15% of all cyberattacks, it's the second most targeted of all industry sectors[6] — if they're not asking, tell them about the vital importance of security. Zebra devices come standard with hardened security that integrates seamlessly, for maximum productivity. Ensure protection today and for years to come with our ongoing security support.

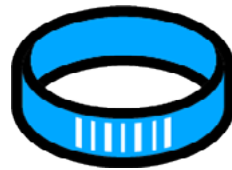## Bring on the Solutions, Bust Out the Sales

Let's show them how we solve their biggest challenges

# Positive Patient Identification

## Instill the Confidence of Knowing It's Right

### Challenge: Verification of Critical Information

Healthcare facilities need the ability to instantly verify patient information to reduce the instance of mistakes.

### Conversation starter:

"The failure to correctly identify patients continues to result in medication errors, transfusion errors, testing errors, wrong person procedures, and the discharge of infants to the wrong families[7]."

"Unsafe use of medication harms millions and costs billions of dollars annually… amounting to 1% of global expenditure on health[8]."

### Solution: Positive Patient Identification

Empower clinicians using advanced hospital printers, barcoded wristbands, labels, scanners and mobile computers to positively identify:

- The right patient
- The right medication
- The right specimen
- The right dose
- The right time
- The right procedure

## Convey this:

Instill confidence with the power of knowing they have it right. Help reduce clinical errors by giving them the ability to verify information on the spot – relieving caregivers' stress and anxiety to solve in the moment.

# Clinical Mobility
## Give Them Everything They Need, On-the-go

### Challenge: Inefficient Communication, Siloed Information and Bottlenecks

Healthcare staff need instant communication with their colleagues and access to information. Interoperability is a must in order to break bottlenecks and allow for efficient workflows. They need the flexibility to collect and retrieve data and information right at the point-of-care or anywhere – anytime. Caregivers also need relief from everyday frustrations.

### Conversation starter:

"Improving critical communication amongst health workers and with patients is crucial and would prevent millions of adverse events[9]."

"Administrative errors account for up to half of all medical errors in primary care[10]."

### Solution: Clinical Mobility

Smash silos with interoperable solutions that replace aging technologies such as pagers, desk phones, laptops and clunky computers with one multi-applicational tool. Untether your team from desks and stations with mobile technology that gives them more control and enables instant access to:

- Communicate reliably
- Text and share images securely
- Utilize multiple clinical applications at once
- Access and automatically update Electronic Health Records (EHR)
- Collect data instantly and accurately with barcode scanning technology
- Scan to reduce manual data entry errors
- Receive alarms, alerts and notifications directly on device
- Go the distance with hot-swappable batteries that last through long shifts
- Relax with durable devices that withstand everyday drops, bumps and harsh disinfectants

## Convey this:

- Consolidate multiple devices into a single device that gives caregivers access to what they need, when they need it, wherever, whenever
- Reduce manual data entry and lessen the risk of human errors
- Mobility to communicate, collaborate, access information and applications

# Live Data

## Give Them Insights to Turn Information Into Action

### Challenge: Inability to Find Missing Equipment, Collect and Utilize Data, Perform Contact Tracing

Things go missing in busy places, often equipment gets borrowed by another department leaving caregivers wasting valuable time and steps searching for critical medical assets. Healthcare staff must be able to instantly locate equipment. They need to increase operational efficiency and leverage their supply chain by collecting and analyzing data. Locating staff in an emergency is essential, as well as protecting patients and staff by enabling contact tracing insights.

### Conversation starter:

"Nurses spend 21 minutes per shift hunting down equipment[11]."

"A nurse can travel upwards of 4 miles during an average 12-hour shift[12]."

## Convey this:

- End endless searching, with the ability to immediately locate missing equipment

- Know your assets with greater visibility into your supplies, equipment, purchasing history, inventory needs

- Protect people with proximity and contact tracing insights that extend facility-wide

- Manage assets, know the availability of essential equipment, track receipt and usage of consignments for more accurate billing

- Manage staff efficiency, alert support staff on patient discharges or post-surgical procedures for faster room turnovers

- Track patients throughout the patient journey, reduce medication errors, streamline medication dispensing and verify mother and newborn match

### Solution: Real-time Tracking and Locationing

Give them the visibility they need to gain tighter control over operations with real-time insights. Locate critical equipment and improve patient and staff safety. Transform operations using predictive analytics for actionable decision-making.

- Locate missing equipment
- Improve inventory and supply chain management
- Get proximity and contact tracing insights
- Find staff in an emergency
- Reduce wait times
- Track patient flow throughout the care cycle

# More Ways to Solve, More Sales Opportunities

How do Zebra Healthcare Solutions offer more value to your customers? They're designed with caregivers in mind. Our solutions give them the tools they need to help remove unnecessary workarounds, reduce errors and improve patient care, from admission to discharge. This will help you tell the value story.

### Admissions
- Wristband printing
- Positive patient identification
- Real-time access to EHR for better connected workflows

### Pharmacy
- Fill and receive prescriptions
- Identify medication
- Inventory management and tracking

### Field Hospitals
- Reduce bottlenecks with data capture
- Solutions work without Wi-Fi or internet connectivity
- Scan without removing PPE

### Inventory and Supply Chain Management
- Supply and equipment utilization
- Automatic supply replenishment
- Data for insightful decision making

### Critical Care
- Medical history access
- Reference information access
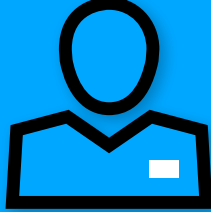- Instant point-of-care information

### Operating Rooms/ Emergency Departments
- Staff collaboration and scheduling
- Procedure verification
- Tissue and sample identification
- Targeted alerts for faster room turnovers
- Medical equipment tracking

# The People You'll Meet Along the Sales Journey

| | C-Suite | Chief Nursing | Operations/IT |
|---|---|---|---|
| | "Any product that affects patient safety will grab our attention. We're looking for someone we can work with, to provide guidance on how their product fits in with our business and clinical needs." | "Alarms and alerts are continuously buzzing completely inundating my team. Frequent false alarms, our nurses tend to ignore them or lower their volume. This can be risky, impacting patient care and safety." | "It's no secret that our clinical staff uses their personal smartphones for convenience, but I don't have the tools or resources to manage these devices, ensure that they're compliant or to help them if they stop working." |
| **What I care about most:** | • Reducing costs<br>• Reimbursement<br>• Patient satisfaction<br>• Public perception<br>• Community relationships<br>• Compliance and regulations | • Patient safety and quality of care<br>• Staff retention<br>• Staff performance and effectiveness<br>• Nurses' wellbeing | • Staff satisfaction<br>• Patient safety<br>• Improving clinical workflow<br>• Reducing help desk calls<br>• Maintaining an efficient system<br>• Reducing downtime<br>• Implementation support for upgrades/refreshes |
| **My biggest challenges:** | • Ensuring the quality of patient care<br>• Declining reimbursements<br>• Balancing the budget<br>• Patient experience<br>• Maintaining and upgrading IT<br>• Cybersecurity<br>• Difficulty finding and retaining qualified staff<br>• Compliance with government mandates | • Reducing infection rates<br>• Reducing readmissions rates<br>• Improving the effectiveness of communication among caregivers<br>• Staff performance and effectiveness<br>• Reducing alarm fatigue<br>• Improving patient satisfaction | • Enabling EMR at point-of-care<br>• Expand mobile and cable networks for telehealth services<br>• Stuck between privacy/security concerns and clinician access to data<br>• Compliancy<br>• Implementing new software/technology<br>• Difficulty to get buy-in on major changes |
| **What I want:** | • Focus on using telehealth to meet the needs of the most vulnerable<br>• Better technology and tech skills to achieve our financial goals<br>• Our organizations as a whole to be as technically savvy as their workforce<br>• Optimize the performance of our supply chain to improve profitability | • Emotional breaks and stress management techniques for nurses<br>• Prioritize nurse satisfaction, productivity<br>• More perks, like flexible schedules<br>• Younger nurses to pursue leadership roles<br>• Tools/solutions towards preparedness for pandemic/public health crisis<br>• Use technology to sustain nursing | • Proven technologies and products<br>• Easy implementation and low maintenance<br>• Fast, reliable networks and technology services |

# You're Partnered With Experience
## Zebra, a Global Leader in Innovative Technology for Half a Century

Sales are easier when you partner with an experienced leader invested in creating deep relationships and technology that's on the cutting edge – it's why Zebra never stops innovating. With five times more R&D investments than our competition and strategic acquisitions to bolster our offering of 350+healthcare SKUs, we stay ahead of what's next. We've been at it for more than 50 years, setting the standard, with durable hardware and software solutions that easily integrate, anticipate and solve in the moment. Your healthcare customers work hard, it's why they'll appreciate solutions that work the way they do.

## We're solving for major hospitals all over the world

**5,000+ successful implementations in hospitals worldwide**

**Gartner magic quadrant for indoor tracking solutions[13]**

**Vast, global ecosystem of specialized partners (healthcare, ISV and RFID)**

**Over 4,000+ patents and continued R&D investments**

**Interoperability with more than 30 leading applications: software, independent software vendors and electronic health records partners**

**Backed with 21 proprietary software products to facilitate information flow**

**Industry-leading support with Zebra's repair program and OneCare Support services**

**Over 1,200 software engineers**

## We nurture your business like it's our own

What sets us apart? It's how we set you apart from the competition.

**ZEBRA**

Designed to accelerate your earning potential with exclusive discounts, leads, training, marketing and incentives, Zebra's Healthcare Specialization Program will have you ready to make the sale.

Sell with confidence, knowing our solutions are vetted by experts – healthcare executives and the clinicians that use them. Best of all, you're not alone. As your partner, we'll be there throughout the sales process with our experts ready to assist.

ZEBRA **CAPTURE YOUR EDGE**

# Resources

### ENGAGE
Capture the imagination with an inspiring video that shows Zebra's solutions working in real life.
**Watch the video >**

### PERSUADE
Present the bigger picture – showing how Zebra solutions impact workflows, caregivers and the patient journey.
**Download the presentation >**

### INFORM
Give them something to think about later, with this informative brochure that drives home our value.
**Download and share brochure >**
Show them how we team up to solve their everyday dilemmas in this compelling co-branded brochure.
**Follow-up with the co-branded flyer >**

### EDUCATE
Your secret weapon, knowledge – a complete online toolkit with sales help and product information.
**Login to the Partner Gateway Portal >**

**Sources:**
**1.** Third-party testing with healthcare professionals and industry analysts.
**2.** Human Resources for Health, 2017
https://human-resources-health.biomedcentral.com/articles/10.1186/s12960-017-0187-2
**3.** Rebecca Love,TEDxBeaconStreet, November 2018,
https://www.ted.com/talks/rebecca_love_how_nurses_can_help_drive_healthcare_innovation
**4.** Source: The Physicians Foundation, 2018 survey of America's physicians: Practice patterns & perspectives, September 2018
**5.** Royal College of Nursing, research, July 2020
**6.** Verizon 2019 Data Breach Investigations Report
**7.** The Joint Commission, The Joint Commission International WHO Collaborating Center for Patient Safety Solutions. World Health Organization Aide Memoire, Patient Identification.
**8.** World Health Organization website: https://www.who.int/news-room/facts-in-pictures/detail/patient-safety#:~:text=While%20in%20hospital%2C%201%20in,50%25%20of%20them%20being%20preventable.
**9.** WHOGlobalPatientSafetyActionPlan2021-2030,ThirdDraft, January 2021.
**10.** The World Health Organization website: https://www.who.int/news-room/facts-in-pictures/detail/patient-safety (slide 10).
**11.** GE Healthcare, 2012
**12.** MEDSURG Nursing, "How Far Do Nurses Walk?", 2006
**13.** Gartner, Inc., "Magic Quadrant Indoor Location Services, Global," Tim Zimmerman, Annette Zimmermann, 13 January 2020. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Zebra Technologies. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**ZEBRA**