



Acme Medical Device – Voice of Customer Report Market Insights & Strategic Positioning

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Top VOC Themes

What customers are saying



Market Segmentation

Key customer groups

By Customer Type

- Hospitals & Health Systems
- Ambulatory Surgery Centers
- Emerging-Market Hospitals
- Specialty Practices

By Buyer Mindset

- Value-Conscious
- Innovation-Driven
- Service-Focused Buyers



SWOT Snapshot



Competitor Snapshot



Company	Strength	Acme Advantage
Company A	Global reach, deep portfolio	Acme = faster, focused, less overhead
Company B	Cardiovascular & surgical strength	Acme = lower TCO, nimble service
Company S	Orthopaedics leader	Acme = streamlined for outpatient/global fit

Strategic Positioning

Where Acme wins



Tailored Solutions for Emerging & Outpatient Markets

Acme specializes in focused device solutions specifically designed for the needs of emerging and outpatient healthcare settings.



Intuitive Design for Rapid Adoption

Experience faster onboarding, a modern user experience, and a significantly lower training burden with Acme's devices.



Clear Value and Reliable Support

We deliver on a strong service promise with unparalleled cost transparency, ensuring predictable expenses.



The Specialist Advantage

Acme is positioned as the dedicated specialist in medical technology, not a generalist, providing focused expertise.

Key Customer Personas



Dr. Susan Smith

Interventional Cardiologist

Needs: Fewer complications, faster procedures

Message: "Seamless integration, faster OR turnover"



Raj Patel

Procurement Director (Emerging Markets)

Needs: Cost-efficiency, service uptime

Message: "Lower TCO, local support network"



Linda Garcia

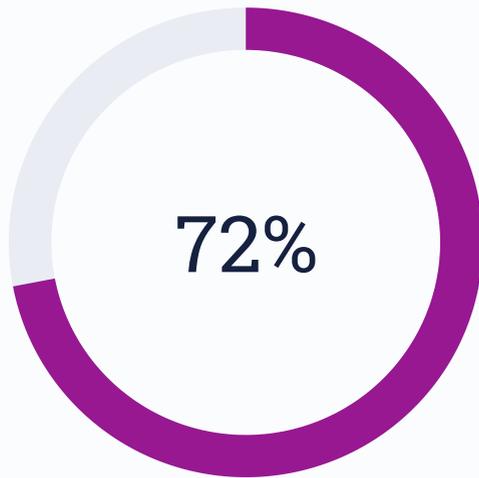
Surgery Center Admin

Needs: Small footprint, rapid turnover

Message: "Built for outpatient speed & simplicity"

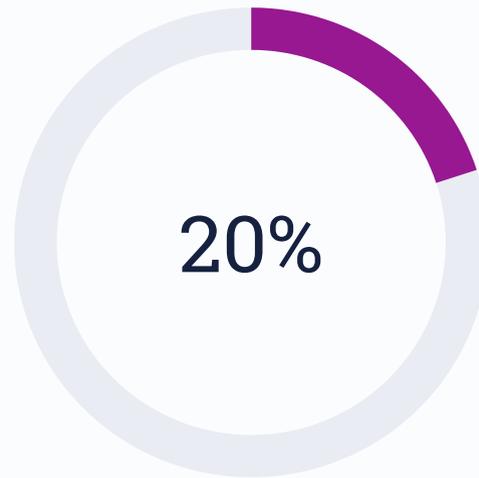
Brand Sentiment

Customer Perception



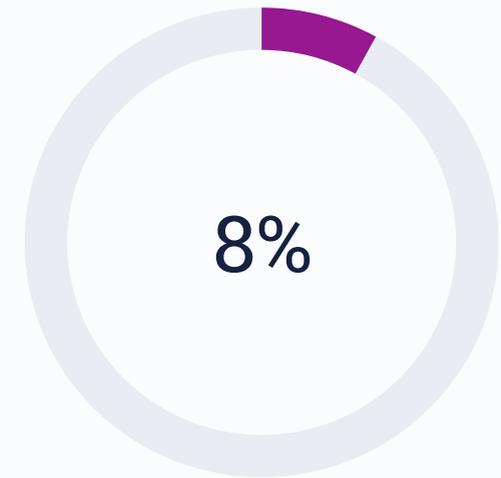
Positive

"Great clinical performance"



Neutral

"Learning curve manageable"



Negative

"Some service delays, unclear pricing"

  **Takeaway:** Address price perception + service SLAs to move toward 80%+ satisfaction.

Brand Inventory Audit

Touchpoints to Align



Website & Product Pages



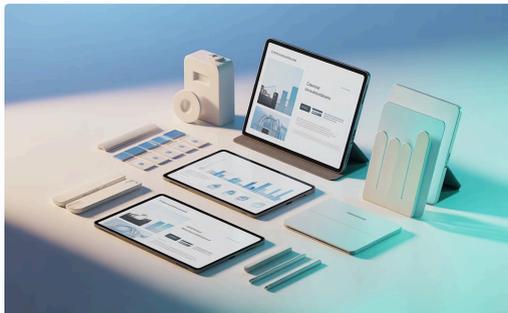
Case Studies, Webinars



Support Materials & Training



Internationalization
(languages, logistics)



Sales Enablement Kits

✓ Audit for consistency in message & outcomes proof



Brand Evolution

Where you are vs where you want to be

Today:

- Trusted by early adopters
- Seen as niche, low visibility

Target:

- "Go-to" partner for modern device solutions
- Known for agility, support, and measurable ROI

Strategic Moves

Recommendations



Own a niche (e.g. outpatient, emerging markets)



Publish clinical & ROI proof early



Lead with service and TCO transparency



Expand via channel partnerships globally



Build brand trust via storytelling, surgeon voices



Messaging Framework

What to say and how to say it

Headline Options:

- "Performance You Can Trust. Service You Can Count On."
- "Advanced Devices Built for the Modern Workflow."

Supporting Message:

"Reduce downtime, accelerate outcomes, control costs."

Common Objection – "Why not go with [Company M]?"

→ "We're focused on your specialty, not stretched across 50 divisions."



Battle Card: Acme vs Company M

Positioning Summary:

Company M dominates with scale and brand, but Acme wins in specialty agility, faster deployment, and lower cost of ownership – especially in emerging or outpatient markets.

Key Differentiators:

- 50% faster onboarding time
- 20–30% lower TCO with simplified consumables
- Built-in support model for mid-size and international hospitals
- Nimble product updates – no large bureaucratic lags

Common Objections & Responses:

Objection	Acme Response
“Company M has a proven track record”	“We match clinical outcomes, but deliver with 2x faster service response.”
“We prefer brand-name vendors”	“That comes with premium pricing and slow rollouts. Acme gives you precision, faster.”
“Do you have global service?”	“Yes, we’ve partnered with regional distributors across 15+ countries.”

Elevator Pitch:

“Acme delivers the performance of a market leader – with the speed, service, and affordability of a specialist. We help you achieve outcomes faster, without being locked into legacy systems.”



Battle Card: Acme vs Company B

Positioning Summary:

Company B is strong in cardiovascular and surgical markets, but their solutions are often over-engineered or costly. Acme thrives in simplicity, affordability, and local fit.

Key Differentiators:

- Cost-effective alternative for similar clinical outcomes
- Rapid deployment – outpatient- and international-friendly
- No vendor lock-in; modular options available
- Lower operating costs per procedure

Common Objections & Responses:

Objection	Acme Response
“Company B’s tech is more advanced”	“We focus on what’s clinically necessary – not inflated tech no one uses.”
“They have more device options”	“Acme provides depth, not clutter – just what your team needs, faster.”
“Is your device compatible with our systems?”	“Yes, we’re HL7 & DICOM-ready – plus integration services are included.”

Elevator Pitch:

“Acme simplifies your device stack – same results, faster install, less overhead. We’re purpose-built for modern healthcare teams who want performance without complexity.”



Battle Card: Acme vs Company S

Positioning Summary:

Company S leads in surgical tools and orthopaedics – but often carries hospital-only, high-cost infrastructure. Acme wins with outpatient optimization, compact footprint, and better global fit.

Key Differentiators:

- Designed for ASC/outpatient efficiency
- Minimal sterilization downtime
- Lean training curve for faster ramp-up
- Lower device + service bundle pricing

Common Objections & Responses:

Objection	Acme Response
“Company S has a robust service network”	“We match their SLAs – and offer same-day remote support in your timezone.”
“Our OR is built around Company S”	“That’s fine – Acme complements existing systems, and we provide install guidance.”
“Do you offer training programs?”	“Yes – remote, in-person, and modular onboarding in 5+ languages.”

Elevator Pitch:

“If your surgery center needs faster turnover, less OR clutter, and controllable device costs – Acme delivers. We’re designed to move as fast as your team does.”

