



360 *DEGREES*

DIGITAL ROADMAP 2023

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EDUCATE. EMPOWER. ENGAGE.

ROADMAP OVERVIEW

360 degrees is a digital brand initiative that aims to strengthen our relationships across the business through web, social media, CRM, digital marketing strategies and employee engagement streams.

The core of this initiative is to understand our stakeholders from a 360 perspective. We must understand what our customers need, the patients need and our employees needs.



EXECUTIVE SUMMARY

Our digital team is focused on creating a people-centric user experience, where digital technology is harnessed to optimize all business functions and increase our value offering to our stakeholders.

Digital projects will be driven by customer insights, facilitating the creation of relevant platforms and content for our customers.

Advancements in technology have created instantaneous access to information and services across all

industries. The day-to-day behaviours of our stakeholders' are heavily skewed towards engaging in a variety of digital channels. Naturally, the way in which people are looking to interact with both businesses and their health is becoming more and more digitised. A modern buyer needs a modern seller. Device Technologies will maximise this business opportunity by creating a positive and integrated omnichannel experience.

¹ Digital Transformation | Social selling research, insights and best practices. (2015). Social Business Journal, [online] 3, p.3. Available at: <http://socialbusinessengine.com/socialselling/dell.pdf>.



RESEARCH POINTS OUT THAT
75% OF THE B2B BUYER'S JOURNEY
IS INFLUENCED BY INFORMATION
DISCOVERED IN SOCIAL MEDIA,
AND 67% OF THE BUYER'S JOURNEY
IS COMPLETED DIGITALLY.¹

- BRYAN JONES, VP COMMERCIAL MARKETING DELL





WHAT IS DIGITAL HEALTH?

Whilst the emergence of **'digital health'** comes down to the countless disruptive technological innovations that are flooding the medical field in the last couple of years, the essence of this change is not technological, but cultural.

As more technologies put individuals at the centre of care, an equal level partnership between doctors and patients is established, where patients share responsibility and control over their treatment.

This will have a flow on effect to B2B relationships with medical professionals, making end-consumer appeal increasingly important.

TRENDS

“AUSTRALIANS WANT A HEALTH SYSTEM WHICH PUTS PEOPLE FIRST - GIVING MORE CHOICE, CONTROL AND TRANSPARENCY”



“IN TERMS OF DIGITAL TECH AND HEALTH, MOST (77%) OF AUSTRALIANS WOULD LIKE THEIR DOCTOR TO SUGGEST HEALTH INFORMATION AND WEBSITES AND 73% ALREADY HAVE USED THE INTERNET TO RESEARCH A HEALTH ISSUE.”

HEALTH

“OF ALL AUSTRALIAN GOOGLE SEARCHES ONE IN 20 ARE HEALTH RELATED”

IN

“HEALTH CONSUMERS AND CARERS EXPRESSED A STRONG DESIRE TO BE INCREASINGLY EMPOWERED -

TO TAKE CONTROL OF DECISIONS REGARDING THEIR OWN HEALTH AND TO BE PROVIDED WITH ACCESS TO THEIR OWN PERSONAL HEALTH INFORMATION THAT SUPPORTS THEM IN THIS”

DIGITAL

“ALMOST 80% OF AUSTRALIANS HAVE A SMARTPHONE, WHICH THEY COLLECTIVELY GLANCE AT 440 MILLION TIMES A DAY.”

“6% OF THE POPULATION MANAGE TO FIND AN ONLINE HEALTH SOURCE THAT THEY TRUST.”

“AUSTRALIANS ARE ALREADY CHOOSING TO USE DIGITAL APPS, TOOLS & SERVICES AS THE PREFERRED WAY TO MANAGE THEIR PERSONAL AND PROFESSIONAL LIVES”

- AUSTRALIA'S NATIONAL DIGITAL HEALTH STRATEGY ²

“65% OF RESPONDENTS SAY THE AUSTRALIAN HEALTHCARE SYSTEM IS DIFFICULT TO NAVIGATE”

“THE MAJORITY OF OLDER AUSTRALIANS (69% OF THOSE AGED 65 AND OVER) HAVE USED THE INTERNET TO LOOK UP HEALTH INFORMATION.”

² Australia's National Digital Health Strategy. (2017). 1st ed. [ebook] Australian Digital Health Agency, pp.3-21. Available at: [https://www.digitalhealth.gov.au/about-the-agency/publications/australias-national-digital-health-strategy/ADHA-strategy-doc-\(2ndAug\).pdf](https://www.digitalhealth.gov.au/about-the-agency/publications/australias-national-digital-health-strategy/ADHA-strategy-doc-(2ndAug).pdf)

BRAND PERCEPTION IS REAL

Emotions are why people become attached to the products they use.

When we are confronted with a decision, emotions from previous, related experiences affix values to the options we are considering. These emotions create preferences which lead to our decision.

"A BRAND IS NOTHING MORE THAN A MENTAL REPRESENTATION OF A PRODUCT IN THE CONSUMER'S MIND.

If the representation consists only of the product's attributes, features, and other information, there are no emotional links to influence consumer preference and action. The richer the emotional content of a brand's mental representation, the more likely the consumer will be a loyal user." ³

- PETER NOEL MURRAY PH.D. PSYCHOLOGY

³ Murray, P. (2018). How Emotions Influence What We Buy. [online] Psychology Today. Available at: <https://www.psychologytoday.com/us/blog/inside-the-consumer-mind/201302/how-emotions-influence-what-we-buy>.



WHAT IS DIGITAL AT DEVICE?



WEBSITE



SOCIAL



CRM



DIGITAL
MARKETING



EMPLOYEE
ENGAGEMENT



DIGITISING
OPERATIONS

WHAT'S TO COME?

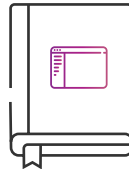
Let's deep dive into these six areas of digital.
Keep an eye out for our digital guide to come.



WEBSITE



SOCIAL



CRM



DIGITAL
MARKETING



EMPLOYEE
ENGAGEMENT



DIGITISING
OPERATIONS

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