

The Considered Purchase Decision

What Matters, What Doesn't
And What It Means
For B2B Marketing and Sales

Medical Device and Pharmaceutical Industries Supplement

In 2011, TriComB2B surveyed 448 business-to-business (B2B) influencers and decision makers about different aspects of the considered purchase decision. The goal of this research project was to explore the issues that impact considered purchase decisions by getting input directly from those actually making the decisions. Some of the topics explored include:

- Is total cost of ownership as powerful a message as we think it is?
- How do price, quality and delivery really rank as considered purchase criteria?
- Does being a “preferred supplier” mean your product or service is preferred?
- Does it make sense to rely on a distributor as my key information source for customers?
- What safety, health and environmental factors matter most in the considered purchase process?

The results from these 448 respondents have been compiled in TriComB2B’s report entitled, **The Considered Purchase Decision**, available from www.tricomb2b.com/2011Research. The respondent pool consisted of 58 influencers and decision makers from the medical device and pharmaceutical industries. This **Medical Device and Pharmaceutical Industries Supplement** highlights some of the responses from this 58-person segment and, where applicable, compares the responses to the larger 448-respondent group.

Within this industry segment, 78% of respondents found the potential improvement in the overall process to play a significant role in the considered purchase decision. In addition, when compared to other industries, total cost of ownership was found to be less important to the medical device and pharmaceuticals industry.

Respondents Stating Product or Service Consideration Played a Significant Role in Purchase Decision at Least 60% of the Time

Medical Device and Pharmaceutical Industries		All Industries
Total Cost of Ownership	52%	56%
Operating Costs	62%	67%
Impact on Customer Service	60%	66%
Potential Improvement to Overall Process	78%	78%
Contracted Maintenance Support	43%	42%
Flexibility in Financing	26%	29%
Safety Features	59%	57%
Immediate Purchase Price	64%	65%

NOTE: Table details may not sum to totals because of rounding.

47%
of respondents use LinkedIn actively and also use this format to gather purchase information. This was **significantly higher** than the other industry categories.

Only 19%
of respondents found Distributors to be important to the information gathering process which was **significantly lower** than other industries.

A Green Supply Chain was **not** an important differentiator in this industry segment.

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Other Medical Device and Pharmaceutical Industry Findings

- A green supply chain was not an important differentiator to this industry; 17% found this feature to be important, which was significantly below other industry categories (27% average for all industries).
- Only 28% of respondents in this industry found the original equipment manufacturer (OEM) sales representative to be important to the information gathering process, which was significantly lower than other industries (44% average for all industries).
- Only 19% of respondents in this industry found distributors to be important to the information gathering process, which was significantly lower than other industries (34% average for all industries).
- 47% of respondents in this industry actively use LinkedIn and use this format to gather purchase information. This was higher than the other industry categories (35% average for all industries).

Use of Online Resources and Help in Gathering Purchase Information within the Medical Device and Pharmaceutical Industries

Medical Devices and Pharmaceuticals	Percent Using
Smart Phone to Access Email and The Web	47%
Regularly Follow Discussion Forums Linked to Your Industry	47%
Regularly Follow Blogs Linked to Your Industry	28%
Linkedin	47%
Podcasts	31%
Facebook	10%

More detailed industry segment analyses with cross tabulations can be provided on a case-by-case basis. Please call 937-890-5311 or visit www.tricomb2b.com/2011Research.com to inquire.

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