

# Dare to stand out in the healthcare industry

An **honest** guide to **B2B healthcare** challenges



**The B2B healthcare market presents a huge opportunity. Pursuing it offers up the chance not only to diversify and grow your business, but also to make a difference to people's lives.**

Some B2B businesses have already begun their healthcare journey; others are only just gaining awareness of the significant commercial opportunities. To support your journey, there are some things you need to know about the healthcare industry – and why it's so different from any other sector.

Healthcare is a difficult industry to navigate. To do it successfully, you must have a working knowledge of regulation, accelerating speed to market, and safeguarding quality. But, once you understand it yourself, you could help healthcare organisations achieve those objectives – expanding both your offering and your expertise.

The global healthcare industry is expected to be worth in excess of **\$11 trillion** by 2022.

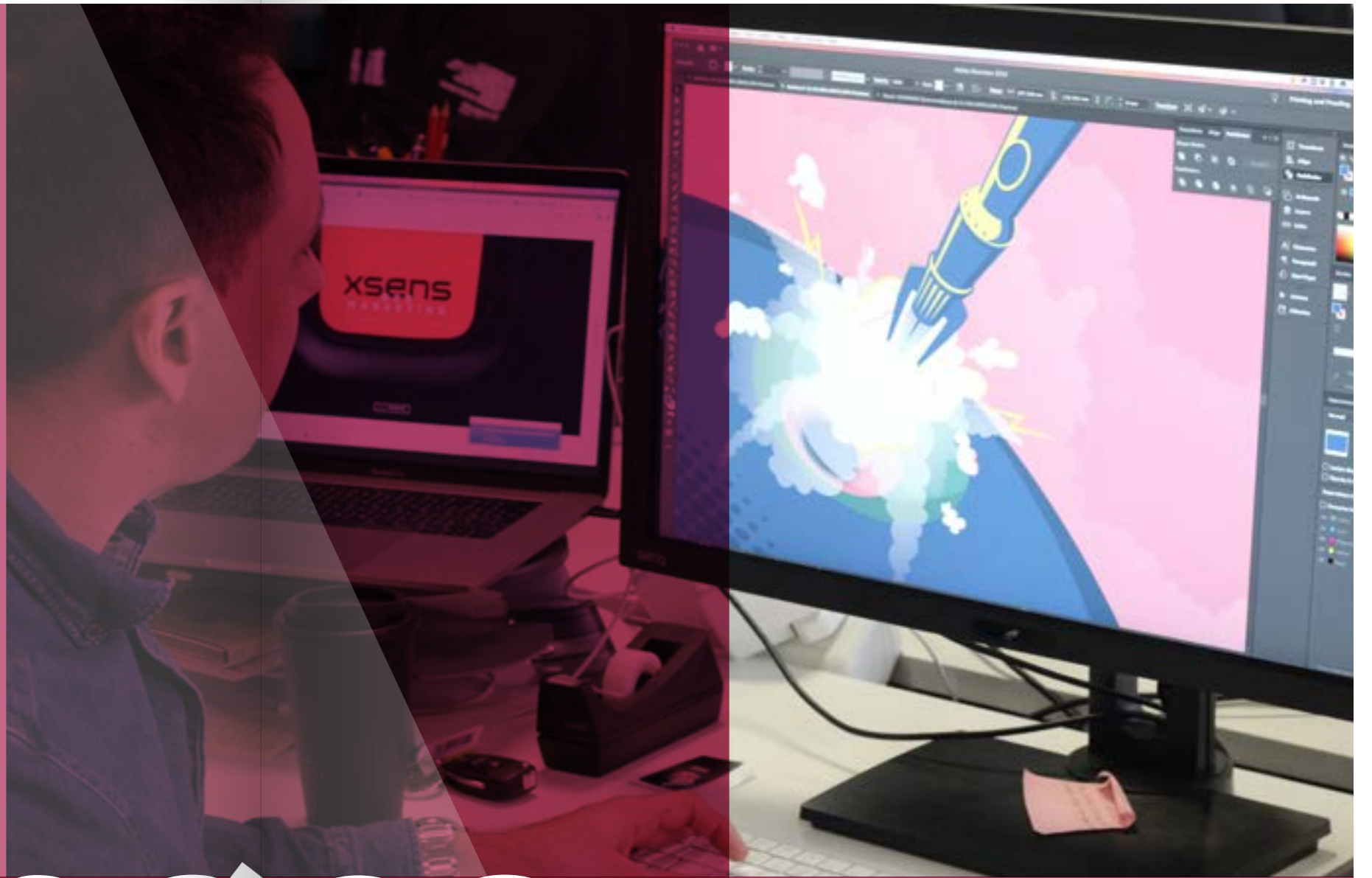
Meanwhile, global healthcare spending is expected to record over **\$10 trillion**.<sup>1</sup>

Be prepared  
for what's  
ahead.

**We've pulled together a mini-series of honest guides to help you gain success on your healthcare journey.**

In this guide, we'll examine the **3 main challenges** of entering the B2B healthcare sector.

1. [Business Wire. The \\$11.9 Trillion Global Healthcare Market: Key Opportunities & Strategies \(2014-2022\)](#)  
– [ResearchAndMarkets.com](#), 2019.



# challenges of B2B healthcare

**The B2B healthcare market is full of opportunities for businesses to make their mark. But that doesn't mean it's an easy thing to do. Be patient and be prepared to make adjustments to your strategy as you go.**

Healthcare as a whole comes with its own unique set of challenges too. Knowing what those are, and how to overcome them, will give your business the push it needs to stand out.

**B2B healthcare buyers are conditioned to be risk-averse, and rightly so. Even if they understand your solution's benefits, it's not always enough to make them want to invest. To turn interest into purchase, you must give them evidence of your claims.**

Whether you specialise in technology or logistics, you're presenting a way to better people's health, and their lives. That's why buyers want to see plenty of evidence before spending money.

# challenge #1: risk-averse buyers



# challenge #2: long sales processes

**Even if you're lucky enough to be on a buyer's radar, the chances are you're only one of many. The sales process can be long and difficult, depending on what the buyers are looking for, and who your competitors are.**

Healthcare professionals don't usually have the time or capacity to champion change within the industry, which can make the process even longer.

# challenge #3: tight regulation

For obvious reasons, the regulations around what you can and can't do when it comes to people's health are very strict. This makes your challenge two-fold:

1. Your solution must not pose a risk to compliance
2. You must provide correct information to your buyers, while making sure it adheres to regulations

# Bringing it all together

**We now know there's plenty of opportunity out there for businesses able to transform processes and outcomes for other brands – no matter how small the change is. But to do this, you must prepare for the challenges ahead.**

As daunting as it seems, understanding what these challenges are is already winning half the battle.

Our next guide in this series will look at market opportunities. We'll explore how you can be at the forefront of healthcare's future – simply by doing what you do best.

**Check out our other guides in the B2B Healthcare series:**

**[An honest guide to B2B healthcare opportunities](#)**

**[An honest guide to B2B healthcare strategy](#)**

# PURPLE

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We find a way to make things happen, strive to be better than we were the day before, and measure our success by your success.

With over 20 years' experience in B2B marketing, and having worked alongside some of the world's largest healthcare brands, we have a level of insight which is hard to match.

It's now time to share that insight with you.

Imagery is of our Purple teams and from our content campaigns.



**Emma Lowman** is an Account Director at Purple Agency. She has extensive experience in building strong and lasting client relationships, working with global brands to creatively plan and strategise to achieve optimum success. With over 12 years' experience in B2B marketing, she is inspired by technologies and services that can dramatically change our future.

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