



Selling Simulation

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CAE Healthcare Products

Surgical Simulators

Endoscopy
Laparoscopy
Interventional Radiology



Medical Ultrasound

Echocardiography
FAST
Ob Gyn



Training Programmes

Simulation Centre Management



Objectives

To explore why medical simulation has not been adopted in a similar manner to aviation

To look at the types of simulation available and how they have been sold

To explore how adoption might be increased

The NHS is a Dangerous Place

- Adverse events occur in around 10% of admissions or at a rate of an estimated 850,000 adverse events a year
- Adverse events cost approximately £2 billion a year in additional hospital stays alone
- 400 people die or are seriously injured in adverse events involving medical devices every year
- The NHS pays out every year around £400 million settlement of clinical negligence claims
- Around 15% of hospital acquired infections may be avoidable and are estimated to cost the NHS nearly £1 billion every year

Organisation with a Memory, DoH June 2000

See one, do one, teach one



What is simulation

Simulation is a technique – not a technology – to replace or amplify real experiences with guided experiences that evoke or replicate substantial aspects of the real world in a fully interactive manner.”

David M. Gaba, Stanford University

- Simulated Patients
- Models
- Low fidelity VR
- High fidelity VR
- Simulated environments

Simulation in Medicine

Still in the early stages of adoption

Installed base of human patient simulators

Not yet integrated into training curriculum and not mandatory

Fidelity is variable

Costs perceived as high compared to other equipment

No sustainable business model to date



Why has simulation not been adopted

Market has been technology driven

Company profits have been limited

Limited investment

Focus on simulation rather than training solutions

Lack of fidelity OR poor selling of benefits

Business Success 6 Ps

Product

Price

Place

Promotion

Plans

People

What type of business?

- Apple
- Virgin Atlantic
- Glaxo Smith Kline
- Microsoft
- NHS
- Laerdal

Product, Price and Place

Product must satisfy needs and provide benefits

It must provide value

You must be able to get it to the customer in a timely and cost-effective manner

It must have the right level of support

Promotion and Plans

- Marketing and sales should work together

- AIDA

AWARENESS, INTEREST, DESIRE, ACTION

- Good planning is essential

People buy from People

- Understand personality differences
- Myers Briggs/DISC etc.
- Know yourself
- Understand human factors and how they impact all situations
- Be consistent and empathetic

Benefits not Features

“People buy 1/4 inch drill bits because they want 1/4 inch holes” – Theodore Levitt

Which means that.....

So what?

Minimise negatives by focusing on positives

Complement an insignificant feature of the opposing view.

A Case Study

Need identified – use of U/S rapidly increasing

Training courses proliferate but with no QA or co-ordination

Simulator with good fidelity

ICCU E Learning programme

Service support infrastructure

Limited research evidence



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So – How to sell a simulator?

- ✓ Make sure it answers a defined need
- ✓ Make it only as real as it needs to be
- ✓ Sell benefits not features
- ✓ Obtain as much evidence as possible on outcomes
- ✓ Integrate into a learning programme
- ✓ Make sure it can be used for training, practice and assessment

