

How to Build Internal Support for an IoMT Program

by Rodney Holmes, Chad Markle and Pravin Kumar

Healthcare is transforming as Internet of Things (IoT) technology advances and smart connected products are deployed into the hands of doctors, nurses, field technicians, caregivers and patients. This transformation has carved out its own subset of IoT, known as the Internet of Medical Things (IoMT).

The Internet of Medical Things (IoMT) brings together smart connected medical devices, advanced analytics and people (healthcare professionals, caregivers and patients). It's the network of a multitude of medical devices connected by communications technologies. When implemented correctly, the IoMT results in systems that can monitor, collect, exchange, synthesize and deliver valuable new insights like never before.

The IoMT provides a more coordinated, connected healthcare system where technology empowers providers to deliver better care to patients throughout their health journey and where better patient outcomes are delivered at increasingly lower costs.

But how do you get there? The opportunity is huge, and there are many potential starting points. If you're involved in medical device field operations and are responsible for IoMT strategy, we've got your back. Here's our advice for building a business case for IoMT initiatives, based on our experiences at the top medical device manufacturers in the world.

Four Essential Elements to Building Internal Momentum

Taking full advantage of all that IoMT has to offer requires changes in the way stakeholders use, manage and maintain smart connected medical devices. Unfortunately, large-scale change efforts fail more often than they succeed. So what distinguishes IoMT programs that have tremendous success? There are four essential elements.

- 1. Tell a Compelling Story**

First is a compelling story, because stakeholders must understand the rationale for IoMT and embrace it. One of our clients focused on communicating service response times and planned improvements; another focused on being a market leader with a modern servicing platform for a smart connected surgical robot.

- 2. Role Model Desired Behavior**

Next is role modeling, because stakeholders must also see leaders and colleagues they respect operating in new ways with IoMT. One Kalypso client used customer testimonials from a highly ranked hospital describing the results they saw from IoMT as a way to help encourage other customers in their adoption process.

- 3. Create Supporting Mechanisms**

Third is supporting mechanisms, because processes, roles and incentives must be in line with the new IoMT program. A leading medical device company worked with Kalypso to create personas for each stakeholder in their IoMT program and then revised workflows to take advantage of new IoMT value.

- 4. Build New Capabilities**

Finally, new capability building is required, because stakeholders must have the skills required to embrace the IoMT operating model. Companies we work with that leverage our compelling IoMT training and education, and that take ownership of the ongoing training requirements, always end up stronger and more capable.

As with any transformational initiative, the move to the IoMT has huge benefits, but many potential challenges along the way. With so many considerations, including infrastructure, interoperability, data privacy and security, it can be easy to lose sight of the bigger picture.

At the heart of this transformation is the desire to improve patient care. Companies that invest time and effort to build internal momentum will move faster and achieve much greater success.

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