



# BD

## **Future of Customer Engagement**

NYU Stern Strategic Foresight Final Presentation

# Scoping Question:

How will the nature of customer engagements in the medical technology industry evolve in the next five years, given the rapid development of new technologies including Artificial Intelligence (AI)?



# Key Metrics

Educational VR  
Market Growth



30.7%

Gen Z In The  
Workforce



38%

Educational AR  
Market Growth



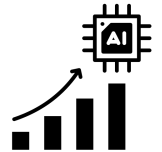
16.5%

Gen Z Texting Over  
Talking



75%

Generative AI  
Market Growth



24.4%

# Scenario Introductions

We have chosen two topics that are top of mind in the in the medical device world as it relates to customer engagement:



## **Scenario 1: Sales & AI**

Imagine a world where AI is the driving force behind the medical sales process; involved in automated re-ordering processes and sales team support



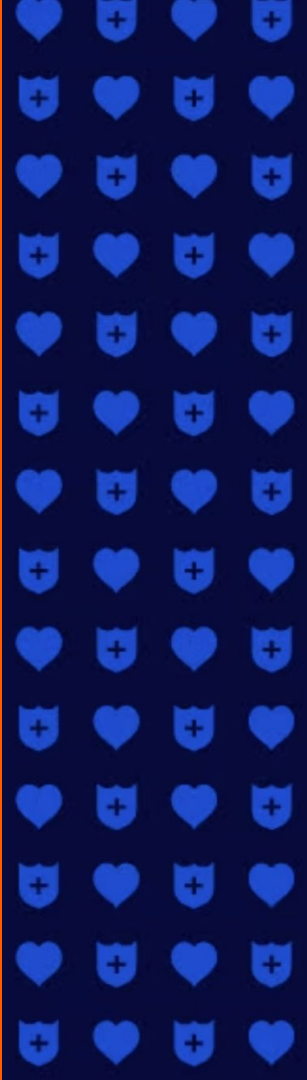
## **Scenario 2: Healthcare Training & Immersive Tech**

Imagine a world where AR becomes the norm for healthcare training where learning is about acquiring skills through dynamic experiences

# Scenario 1:

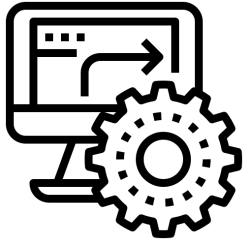
## The Tech-First Revolution in Medical Device Sales

In the not-too-distant future, the landscape of medical device sales has undergone a radical transformation. The emergence of readily available Generative AI technology and a shift in demographics within the business world has significantly altered customer preferences, especially in sales and marketing. For BD, a company specializing in medical devices, this change presented both a challenge and an opportunity.

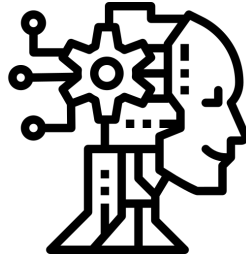


The story unfolds in an era where corporations, including BD, have to adopt a 'low cost' strategy to remain competitive.

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Automation is no longer a luxury but a necessity.



GenAI became a cornerstone of business operations



IoT technology has made its mark in the medical industry

**BD's marketing strategy has evolved and the company forms new strategic partnerships, which customers and consumers admire.**



**Leverage data from their IoT-enabled devices and GenAI to enhance sales and marketing tactics**



**BD forms infrastructure partnerships with tech giants like Microsoft, Verizon, AT&T, and Cisco**



**The customer base now including a new generation of purchasers and CTOs of health organizations**

**However,  
this new  
strategy is  
not  
without its  
risks.**



**Inability to match the prices  
offered by competitors**



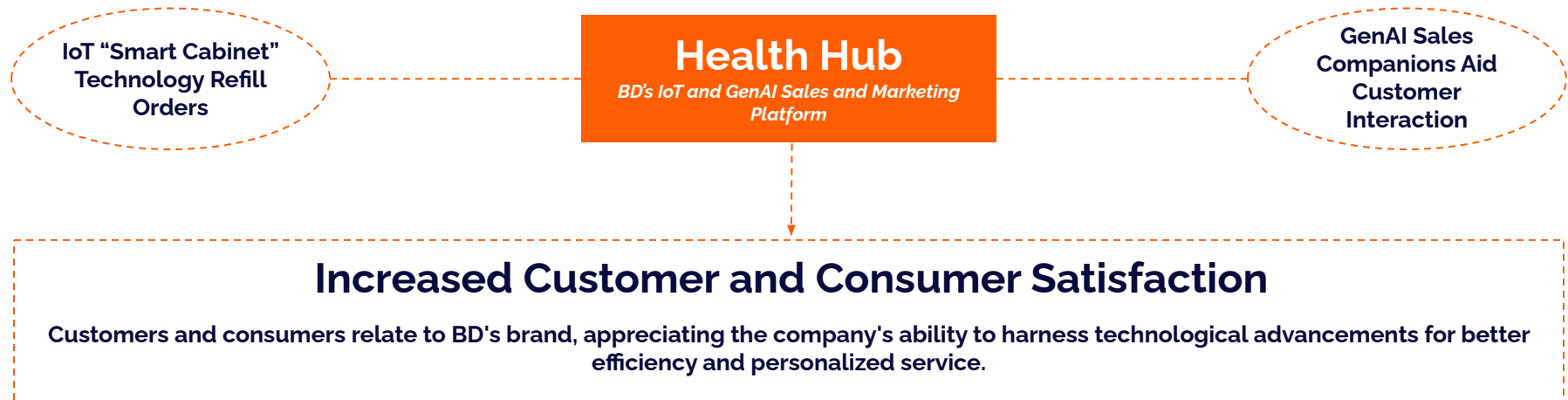
**Being left behind in an industry  
known for its cautious pace.**



**Increasing involvement of big  
tech companies in healthcare.**



**BD finds its footing by adopting a tech-first approach to marketing and sales, and the company establishes itself as a leading technology-focused healthcare company.**



# Scenario 2:

## Healthcare Training is Disrupted by the use of Immersive Technology

In the future, BD transforms healthcare training into an immersive journey through augmented reality (AR). Picture a realm where learning is about acquiring skills and a dynamic experience seamlessly connected with upsell opportunities and loyalty programs. This cutting-edge approach, especially appealing to tech-savvy Gen Z, positions BD as the pioneer in leveraging AR to build trust with healthcare workers.



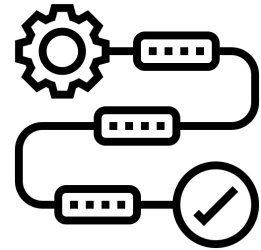
# Augmented reality becomes a ubiquitous tool, particularly in the healthcare sector, where professionals from Gen Z now dominate



Integration of AR into healthcare education aligns with the preferences and caters to workforce seeking continuous professional development



Cultural perception of healthcare evolves, creating a market where focusing on education as an additional sales channel is not only accepted but welcomed.



Healthcare professionals now primarily belong to Gen Z, who are inclined towards technology, making the adoption of new devices more streamlined

**BD is the  
pioneer in  
leveraging  
AR to build  
trust with  
healthcare  
workers**



**Diversifying its offerings to extend beyond traditional medical devices and into other advanced solutions.**

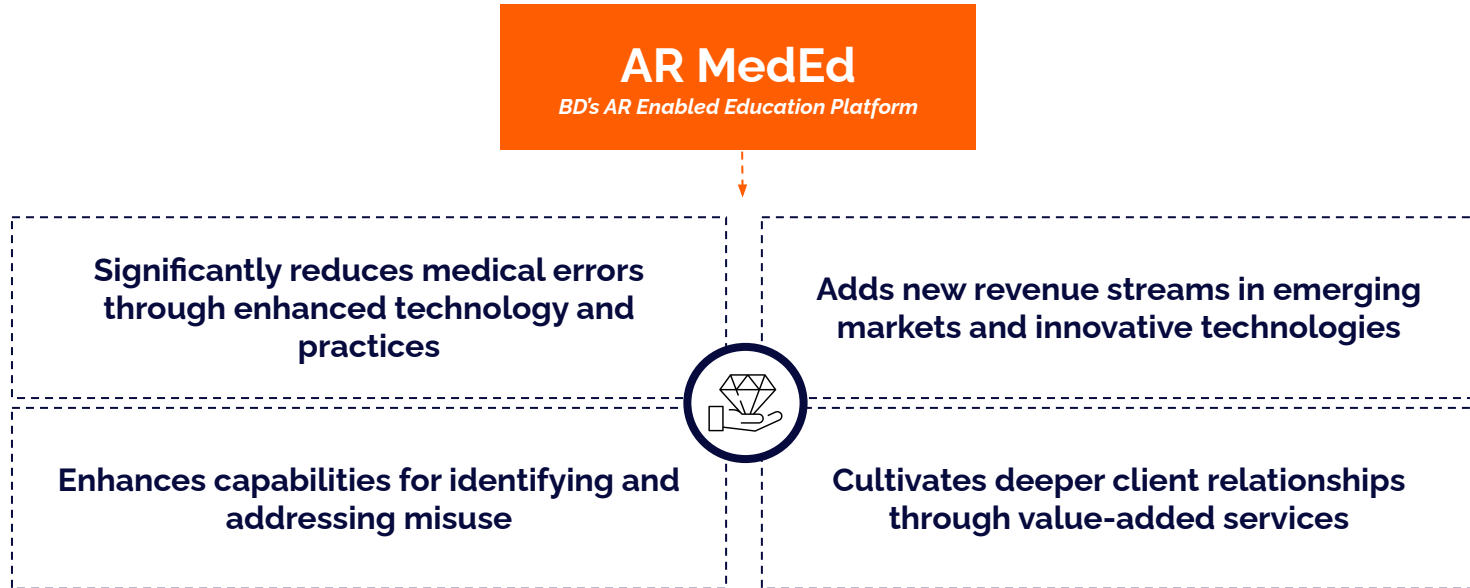


**Forming a strategic alliance with major technology companies, marking a significant step in collaboration.**



**Enhancing data collection as AR technology advances, improving ability to refine sales strategy and product development**

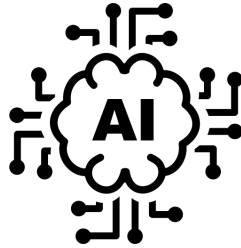
# With a future marked by innovation, BD capitalizes on new opportunities with AR enabled education



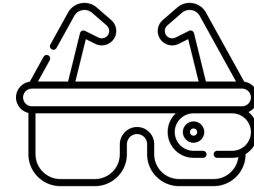
# Recommendations



Optimize supply management through IoT solutions. Monitor inventory levels, and streamline sales by queuing up orders based on real-time data



Empower sales reps with AI companions and engage with your customers seamlessly with client-specific AI solutions tailored to manage repeat purchases .



Establish a BD AR-enabled education environment, positioning education as a sales channel and leveraging first mover advantage to build trust with healthcare workers.