

LEVEL EX

ADVANCING THE PRACTICE OF
MEDICINE THROUGH PLAY

MED DEVICE CASE STUDY

Leveraging virtual device solutions using the
neuroscience of play



CASE STUDY

HOW A MED TECH COMPANY GREW SALES BY 6% USING THE NEUROSCIENCE OF PLAY

Virtual Device Solutions accelerate the adoption of new technology with doctors



Brainlab, which makes software-driven technology to digitize, automate, and optimize clinical workflows and serves patients in 6000+ hospitals across 121 countries, was preparing to launch the seventh generation of one of their flagship systems, the result of years of investment and innovation. Every aspect of the technology was new—the hardware, the software, and the workflows—so there was a window of opportunity to communicate and position the product with their customers, neurosurgeons, radiation oncologists, and healthcare C-suite.

There were also significant challenges. First, the best way for clinicians to understand the value of the system was through hands-on experience. The system was able to detect in real time small patient movements during radiation treatment and turn off the radiation beam so it didn't harm the patients' organs. This split second action helped the doctor correct the patient's position and properly continue treatment. But the integration and workflow was difficult to understand outside of the clinical environment, especially during a sales demo using slides. Demonstrations at trade shows or hospitals were limited to videos and software screenshots. In fact, the only time the technology could be truly demoed was by bringing potential customers to another hospital that had the system, which restricted the number of potential customers that could see the system in use. The COVID-19 pandemic further exacerbated these limitations.

Brainlab had to figure out a way to capture its technology and recreate the experience a doctor might have while using it—without having the technology with them.

With many established companies already in the space, it was also the challenger brand and needed to take a more creative, breakthrough approach to launching, selling, marketing, and driving adoption of a new product.

“

Virtual Device Solutions are hyper-realistic, with high-end graphics and realistic anatomy, and there's definitely a 'wow factor' that takes the interaction beyond something like watching a video or reading a PDF and makes it memorable.

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PATRICK MURPHY,
Product Director, Brainlab

THE CHALLENGE

- A smaller company up against fierce competition, with less access to decision makers.
- A unique differentiator that had the potential to wow doctors but that couldn't be captured in a sales demo—or even by the human eye. The solution was best understood through hands-on experience at a site visit, requiring time and resources to visit a hospital or a training center in the US or Europe.
- A sales team expected to educate customers on a complex technology using only standard enablement tools like passive slide decks and 2D animations.

VIRTUAL DEVICE SOLUTIONS RECREATE THE SITE VISIT— ANYWHERE, ANYTIME



Brainlab worked with Level Ex to create an interactive experience using **Virtual Device Solutions for Sales** that allowed their customers to engage, step-by-step with a virtual version of their system—all available to stream to multiple users across any device. Whether their customers were on Microsoft Teams or Zoom, their sales reps simply pasted a link into the chat, and the clinician entered the shared experience. Often the sales reps participated in tandem, speaking to the benefits of the product as if they were on a virtual site visit. Digital twins of the device and patient captured views of the product at work that previously would have been impossible to visualize in a video or slide deck—or even in person.

The Neuroscience of Play kicks in when the doctor activates the simulated radiation beam on the device in the experience for the second time. The patient, who was still throughout (minus a few breaths and eye blinks), suddenly moves while the radiation beam is firing. Just in time, the Brainlab system detects the patient movement and turns off the beam automatically—the doctor experiences the relief of not having exposed the patient to excess radiation and can calmly make the adjustments necessary to position the patient correctly and continue treatment. Because of the Neuroscience of Play, and the emotional impact this experience has, the doctor remembers it and intuitively understands its value.

The solution also proved scalable and adaptable. When sales reps visited customer sites, they used AR to project the hardware and simulated procedure into the procedure room (or to recreate it in any conference room). When the pandemic limited access to customer sites for the sales team, they used the remote option, connecting multiple users from anywhere and any device to the experience—effectively bringing the “site visit” to their customers anywhere, anytime.

“

We wanted to immerse our customers in an experience that would engage them in ways that are different from typical animations while educating them on [our system], all without the need to travel to another facility. We also wanted something that people would enjoy using as opposed to a dull animation or cliché VR experience that lacks meaningful interaction.

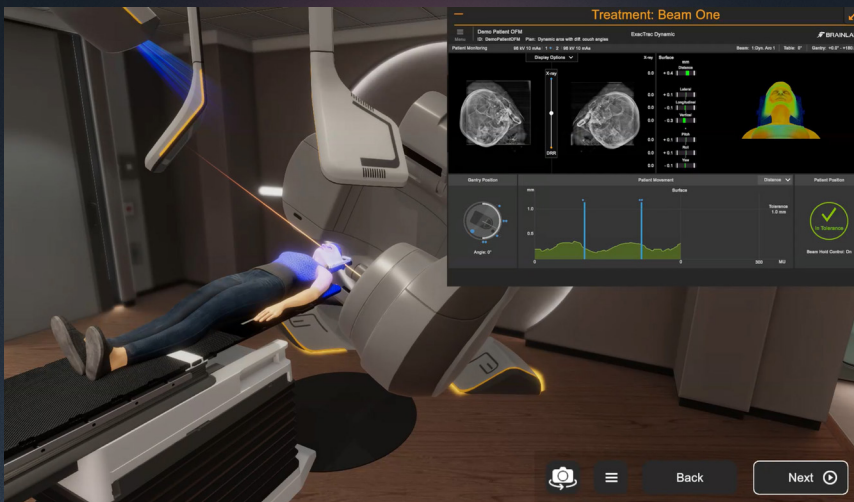
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STEFAN VILSMEIER,
President and CEO, Brainlab

THE SOLUTION

- Virtual Device Solutions allow customers to engage with a virtual version of the system, including playing with the settings and tools, to simulate a complete workflow.
- The experience can be projected in AR or streamed online across any device to connect multiple users.
- Video game effects create visualizations that would be impossible to achieve in real life, improving clinical confidence and comprehension.

SALES INCREASES LEADS, DOCTORS INCREASE CLINICAL CONFIDENCE



In just six months, the solution became completely integrated into the Brainlab sales process. After an A-B test proved that the cohort of the sales team using it had significantly improved results versus the control group, it was rolled out to the rest of the team. From there, demand for more Virtual Device Solutions to showcase additional functionality dramatically increased—not the least because sales found it so easy to include in their process and presentations. They could engage stakeholders more effectively and much earlier on in the sales process, without spending on costly site visits, ultimately reducing their sales cycle time.

With the success of the first experience, they were able to quickly scale and use it for post sales training and education and to build new workflows and functionality into it as they received regulatory approval for new product features.

Doctors demonstrated a steep uptick in their understanding of the product, often noting that they found the virtual experience impressive, clear, realistic, and informative. For the additional workflows, radiation oncologists cited a higher degree of confidence in patient safety as a result of the level of detail they could observe during the procedure—in a way they never had before. And because the experience was so memorable, followup surveys showed doctors remembered the details of the meeting and the product and internalized its benefits.

“

I haven't seen a platform like this that makes you feel like you are controlling the system. It allows you to see the superior benefit of the technology, especially now when you can't go on site. This is possibly the best training aid and product demo I've ever seen. No one has taken a demo to this level to help me understand their technology

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*Radiation oncology administrator
and Brainlab customer*

THE RESULTS

65%

INCREASE IN
CONVERSION RATE

28%

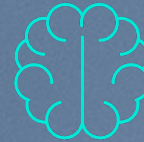
IMPROVEMENT IN
DEVICE COMPETENCY

6%

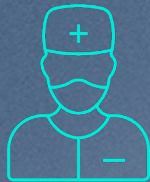
INCREASE
IN REVENUE



Increase in sales meetings
secured and active engagement
during those meetings



Better customer understanding
of the product's value proposition
and innovation



Improved HCP
clinical confidence



Faster-moving and
better-enabled sales team