

Locator Case Study Medical Device Provider Locator

This medical device provider leveraged MetaLocator to create over 30 physician locators for their consumer medical device audiences, each displayed on a different Website with unique branding, data and configurations.



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Introduction

The medical device provider maintains multiple brands based on various medical applications. This case study explores their use of MetaLocator's **Locator** product to create a series of independent physician locators for their Urology, ED, Oncology and related medical device and therapy applications.

Customer Profile

This specific medical device provider is a globally renowned medical technology company dedicated to advancing the field of healthcare through innovative solutions. Founded nearly 50 years ago and headquartered in the United States, their main focus is on developing and commercializing medical devices used to treat a wide range of medical conditions.

The company's portfolio encompasses a diverse array of products across various medical specialties, including interventional cardiology, cardiac rhythm management, endoscopy, peripheral interventions, urology, and neuromodulation. These devices are designed to address the needs of patients and healthcare providers, aiming to improve patient outcomes, enhance quality of life, and reduce the overall cost of healthcare.

Project Objectives

The medical device provider required a physician locator tool for their various medical products to ensure that patients have access to healthcare providers who are trained and experienced in using their medical devices effectively. Their requirements included:

- **Patient Accessibility:** The physician locator tool must help patients easily find healthcare providers in their area who are familiar with and capable of administering treatments involving the company's products. This accessibility is crucial for patients seeking specialized care.
- **Optimized Patient Outcomes:** By connecting patients with physicians who have specific expertise in using the company's devices, they can help ensure optimal patient outcomes.



- **Enhanced Customer Experience:** Providing patients with a convenient way to locate nearby physicians who offer treatments involving the medical device provider's products enhances the overall customer experience. It demonstrates the company's commitment to supporting patients throughout their healthcare journey and facilitates smoother access to care.
- **Multi-brand Support:** Each of the medical device provider's products has a unique brand and provider network. Each locator must be easy to customize, maintain and manage the continuous update of physician data.
- **Data Collection and Analysis:** Through a physician locator tool, the medical device provider must gather valuable data on the geographic distribution of healthcare providers utilizing their products. This information would inform strategic decisions regarding marketing efforts, product distribution, and educational initiatives targeted towards specific regions or demographics.

Approach & Implementation

MetaLocator worked with the medical device provider's staff to determine detailed requirements by following a time-tested Enterprise onboarding process. Our onboarding process has been refined to a predictable, well-organized program that helped the company organize the teams, resources and assets required to succeed.



▼ To do

☑ Administrative Setup 4 🗄	Admin	Low effort
◇ Project Kick Off	Project Manager	
☑ Create Primary Account	Client	Low effort
☑ Obtain brand standards	Client	Low effort
☑ SEO Pages Needs Assessment	Client SEO	Medium ...
☑ Obtain Test Page	Client	Low effort
☑ Location Page & Email Technical Setup 2 🗄	Client Leads SEO	Medium ...
☑ Data Assessment Meeting 1 🗄	Client Data	Low effort
☑ Client Wireframing Meeting	Project Manager	Medium ...
☑ SEO Directory & Landing Page Wireframes	Design SEO	High effort
⌘ Interface Wireframing	Design	High effort
⌘ Wireframe Approval	Design	Low effort
⌘ Create data specification 1 🗄	Data	High effort
⌘ Create Custom Fields & Categories	Data	Low effort
⌘ Obtain production data set	Client Data	Medium ...
◇ Data Finalized	Data	Medium ...

MetaLocator leveraged our Interface Builder product in tandem with Interface Templates to deploy a series of locators that:

- Matched the brand standards of the site they were installed on
- Displayed only the physicians that supported that product
- Met the search criteria and display requirements of each product and provider data set.

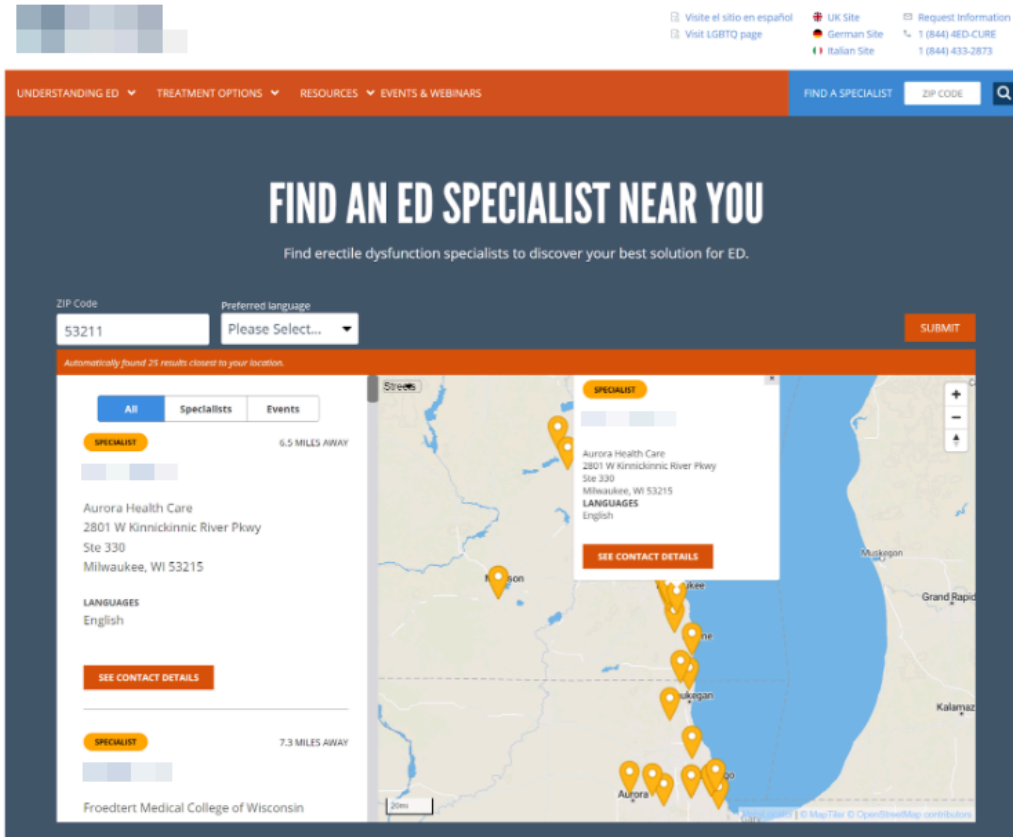
The medical device provider's staff also utilized MetaLocator's Interface Builder to create provider locators to meet their specific needs.

- **Custom Brand Standards:** The staff used MetaLocator's Interface Builder to customize the look and feel of the provider locator to align with their brand identity. They incorporated their company colors, logo, and styling preferences to ensure consistency with their overall brand image.
- **Interactive Map Integration:** MetaLocator allows for the integration of interactive maps, which is a powerful feature for a medical device



provider locator. They display healthcare providers' locations on a map interface, allowing patients to visually identify nearby providers and obtain directions easily.

- **Advanced Search Filters:** The medical device provider leveraged MetaLocator's Interface Builder to incorporate advanced search filters, enabling patients to refine their provider search based on various criteria such as specialty, proximity, availability, and accepted insurance plans. This enhances the user experience by providing more relevant and targeted search results.
- **Mobile-Friendly Design:** MetaLocator offers responsive design capabilities, allowing the medical device provider to create provider locators that are optimized for mobile devices. This ensures that patients can access the locator tool conveniently from their smartphones or tablets, enhancing accessibility and usability.
- **Integration with Medical Device Provider's databases:** MetaLocator supports multiple data sources off-the-shelf including Salesforce, CSV, Amazon S3, Yext, Google My Business (GMB) and more. This helped integrate their disparate databases of healthcare providers, ensuring that the locator tool displays accurate and up-to-date information. This integration streamlines the process of managing provider data and ensures consistency across all touchpoints.
- **Analytics:** The medical device provider can now utilize MetaLocator's analytics reporting features, enabling them to gather insights into how patients are using the provider locator tool. This data can help them optimize the tool's performance, identify areas for improvement, and make data-driven decisions to enhance the patient experience. This also supported their reporting back to individual providers to further reinforce the value of their membership in provider directories.



Impact

The medical device provider now leverages MetaLocator on over 30 different Websites, in 10 countries and as many languages.

Their locators have been driving patients to their preferred provider networks since 2016. This long-standing adoption showcases MetaLocator's commitment to long-term success and the medical device provider's satisfaction with the MetaLocator's support, consistency and product delivery.

Conclusion

Locators overlap with many different industries, technologies, processes and standards. MetaLocator helps organizations of all sizes and industries navigate a successful locator program. The examples outlined in this case study can be applied to nearly any industry use case.

Want to learn more?

[Contact us](#) to take advantage of over 15 years of experience in building locator solutions for the Enterprise.



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