Brace Your Orthopedic Business for Success

A practical guide for orthopedic product vendors on how to leverage technology to generate more revenue, make more sales and seamlessly manage the entire network of resellers and distributors.
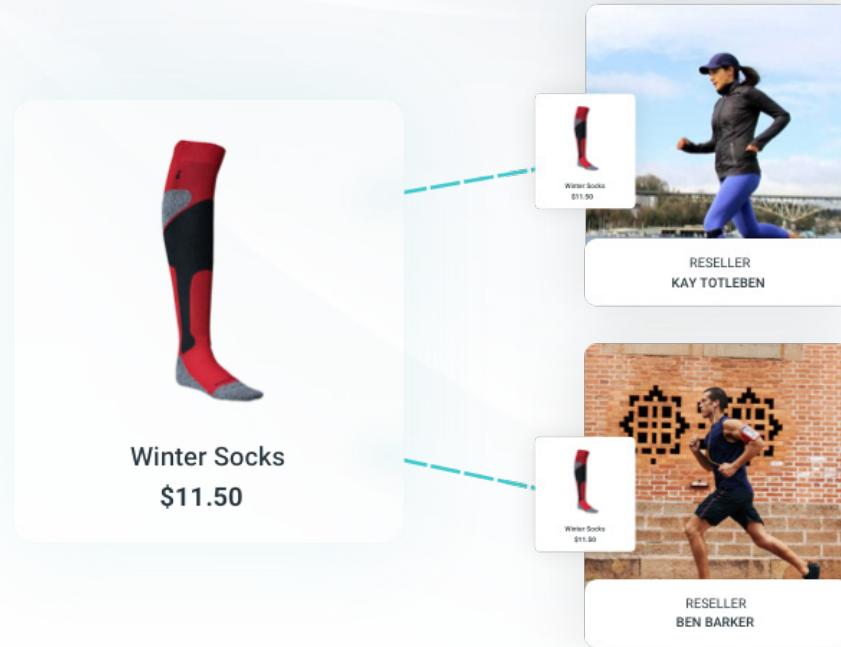
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➤ About this eBook

If you're an orthopedic device/product vendor looking to make more sales happen, then this eBook is for you. From leveraging Unified Channel Management platforms (UCM platforms) to collaborating faster with your channel partners, to selling your products through eCommerce sites. This eBook covers tips, tricks, and best practices to optimize product sales for your orthopedic business.

❯ Chapter 1: Key industry information

Changing commerce trends from brick-and-mortar to online posed a challenge for orthopedic device/product vendors. However, challenges also bring opportunities. These opportunities mainly appeared as new ways to market products effectively and grow profits.

The trend shift from brick-and-mortar to eCommerce is visible. Many processes have also been digitalized as a result of this trend, including sales that were previously conducted physically by distributors and resellers.

But before we dive into the challenges and solutions of selling orthopedic devices and products online, let's look into the overall potential of the orthopedic industry and orthopedic device market.

Orthopedics, a billion-dollar industry with large product diversity

The healthcare eCommerce market is rapidly increasing, with an estimated income value of $435.8 billion by 2025. The orthopedic device market is expected to be responsible for a big chunk of this income.

Only in 2019, the entire orthopedic device market was [estimated at $45.5. billion](#). When it comes to the market share, spine orthopedics in 2019 accounted for the majority of shares in the global orthopedic device market. Wearable orthopedic devices in particular are also [gaining more popularity](#) over the years.

Category	Market share
Spine	20%
Trauma	16%
Knees	16%
Hips	14%
Sports medicine	13%
Extremities	13%
Endoscopy	7%

Source: [Statista](#)

The orthopedic device/product vendors serve a very big market, from hospitals and healthcare facilities to individual patients. One way to stay close to those customers is through the internet. The keyword "orthopedics" gets a monthly average of [30,000 to 71,000 searches](#) on Google, and this comes to show that target clients are keen to search and find orthopedic businesses online. But technology has evolved beyond building an online presence or simple eCommerce. You can leverage the technology to also improve and digitize the collaboration between you and your channel partners, manage channel sales, and much more.

❯ Chapter 2: Unifying channel partner management online for better control over product sales

Currently, [70% of all hospitals](#) and health systems still purchase the majority of medical devices offline through distributors. However, this is expected to change because [7 out of 10](#) buyers are looking to make at least 75% of orthopedic device purchases online.

One way you can go about it, as an orthopedic device/product vendor, is to streamline the collaboration with your distributors and resellers, digitally. Besides eCommerce platforms that have become the norm when it comes to selling products, Unified Channel Management platforms are rising steadily in popularity.

What are UCM platforms and why do I as an orthopedics device manufacturer need them?

As an orthopedic device/product vendor, you probably have a distributor and reseller network for your products. UCM platforms are uniquely designed to facilitate and transform the way you manage your distributors and resellers, by streamlining your collaboration with your channel partners online.

UCM platforms are among the most effective and efficient ways to manage Channel Partners and Channel Sales since they encompass a few core solutions in one single software. These core solutions include partner relationship management, partner sales management, channel sales management, and more.

Benefits of a UCM platform range from being able to easily define the new channel strategy and model, effortlessly onboarding your channel partners, managing channel sales and partner performance, controlling pricing, and comfortably managing product distribution and revenue.

Top three rising UCM platforms that you can leverage include:

UCX

UCX is a SaaS-based platform that empowers users to manage channel partners and channel sales from one central location. The platform is uniquely designed to manage eCommerce channel sales, for solutions and products bought and sold online by your channel partners.

ZINFI

Enables vendors to drive profitable revenue growth by deploying a set of cloud-based modules for partner recruitment, engagement, enablement, and management that seamlessly work together by fitting into an existing infrastructure.

Zift Solutions

Boosts channel program productivity and profitability by automating and aligning marketing, sales, and operational processes.
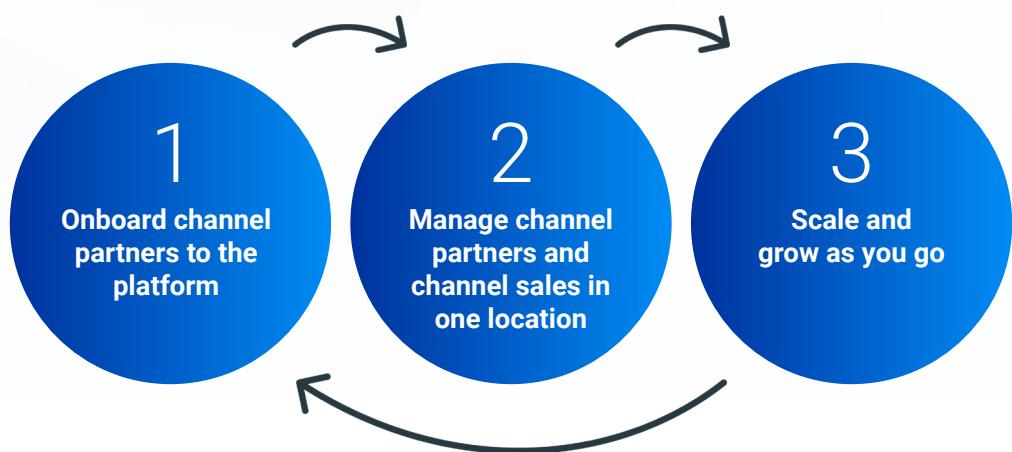
With a UCM platform, you manage channel partners and channel sales digitally and in one centralized location.

› Chapter 3: How does the management of resellers, distributors, and channel sales with a UCM platform look like?

UCM platforms in general are designed to simplify the way you work with and manage your channel partners and channel sales. The UCX Platform in particular is designed to enable selling online for your channel partners while managing everything digitally from one central location.

Here's what managing channel partners and channel sales with UCX looks like:

1 Onboard channel partners to the platform

2 Manage channel partners and channel sales in one location

3 Scale and grow as you go

Let's dive in and see how the platform works in more detail by digitalizing and centralizing channel sales management.

1. Partner onboarding

As part of the onboarding process, you build online stores for your channel partners, and each online store is connected to your channel within UCX. You equip each channel partner with a custom online store, equip the stores with your products, and empower partners to sell online in minutes.

By digitalizing key elements of channel sales management (like providing your products digitally, setting and managing product prices through price books, automating commission calculation and payouts, and more) the UCX Platform takes away the complexity of channel sales management.

- **Providing your products digitally**
  UCX digitizes the vendor's inventory (your inventory) into a virtual stock that mirrors in-house products. You control the product cards, inventory levels, and pricing at all times, while everything is seamlessly made available and synced to your channel partner stores.

- **Automated pricing and payouts**
  Product prices and commission rates are set and controlled by you, the vendor, through digital price books. You have the flexibility to create default or custom price books for individuals or specific channel partner clusters, and schedule commission payouts on a weekly or monthly basis.

2. Manage channel partners and channel sales in one location

You get the tools to manage channel partners and channel sales, and have better control over the relationship between the channel partners and the brand. **Here's how:**

- **Streamlined Sales Tracking & Reporting** - Get notified of each order placed in the channel partner stores. Order details from sales made through channel partner stores are sent automatically to you (the vendor) for fulfillment. You track sales activity and channel partner performance transparently at all times and easily access and view all sales data, from all and any channel store.

- **Order Management** - Receive the order information necessary to proceed with the order fulfillment. You also get the data for the exact channel partner store from where the order was placed.

- **Custom Price Books** - Create, assign, and share custom or default price books on the spot. Control retail price, set profit percentages and discounts to particular channel partners on a certain product, or on the whole product line.

- **Automated Commission Payouts** - Automate commission payouts for any number of channel partners. This feature empowers you to set custom commission rates, automate calculation, payouts, reporting, and even schedule payouts on a regular basis.

- **Inventory Management** - Track your inventory and sales, and keep accurate inventory numbers. With a virtual product stock, you make sure sales run smoothly and know how many products you have left after each sale.

- **Secure Checkout** - Buyers pay and checkout directly from the online store. You (the vendor) and your channel partners accept payments from virtually anywhere in the world - easy, fast, and with guaranteed security.

- **Manual Order and Invoice** - Handle payments and send invoices for orders manually, for more control and flexibility in the way you collaborate with clients. This feature allows channel partners to order on behalf of the customer and send the invoice on their email.

3. Scale and grow as you go

At any time, you can grow the number of channel partner stores connected to your channel. So, whether you have 5 or 5000 channel partners, the SaaS-based features of the UCX Platform empower you to streamline the way you manage them from a single platform. Besides onboarding new resellers, you can also scale the UCX Platform at any time with integrations.

You can utilize different integrations:

Avalara AvaTax - Integrate with Avalara Tax to support the tax calculation for each purchase. Get a precise tax rate calculation for every product based on geolocation. The tax is calculated with the latest tax rates as regularly updated by Avalara.

Shopify Integration - Connect one or more Shopify stores to UCX for unified management of orders, products, and channel partners. With the Shopify integration, you sync sales in real-time in both channels, and import products from Shopify to distribute to more channel partners.

SendGrid - Instantly follow up with individual customers and let automated emails be an extension of your brand. The SendGrid integration allows for your automated emails such as receipts, password resets, verification emails, and more to be sent out from your domain and to get custom-branded with your logo and colors.

Builder.io - Build anything from product pages to landing pages and online storefronts. With the Builder.io integration, you create beautiful visuals for the ultimate digital experience. Simply drag and drop the elements you need to optimize your page and launch it instantly.

REMEMBER: Whether you are just looking to sell your products online, or find a better way to collaborate with your resellers and distributors, opt for a platform like UCX that provides long-term growth and scalability opportunities. See how the UCX Platform works for orthopedic device/product vendors!

❯ Chapter 4: Provide your products conveniently to individuals and healthcare institutions alike

Selling orthopedic products online has proven to be very profitable over the last few years, accounting for an [estimate of $17.2 billion](#) of revenue only in 2021. Orthopedics as an industry [serves a very big market](#), from hospitals and healthcare facilities to individual patients. However, despite quite a substantial number of people using orthopedic products, more often than not there's no simple solution to purchase them. Patients either have to order expensive products at their local pharmacy or do without them since they can't afford them. As for hospitals, they often have to find medical equipment suppliers themselves.

Both patients and healthcare institutions feel the need for a convenient way of ordering orthopedics devices/products – which is where an online store for businesses in this industry comes into play. Manufacturers who provide their orthopedic products online, enable not only patients but also healthcare institutions such as hospitals, clinics, and other healthcare facilities to easily find and purchase those products.

By providing your orthopedic products online, you can serve both customer segments, individuals and institutions alike, better and more efficiently.

Having an online store also allows you to improve the operation of your business. With a customer-centric online store that provides secure online payment and a customized purchasing process for maximum convenience, you'll [see benefits](#) like:

- **More sales** - your store remains open at all times and has 24/7 accessibility. With easy access to your store, clients can purchase your products at all times, directly resulting in more sales.

- **Better control over product sales and visibility** - With your online store you control how your products are presented, and the product quantity available. You'll have control over when and where your products are available and you can adjust their visibility to comply with local regulations.

- **Easy upgrade of the customer experience** - online stores can be monitored and tracked to see how the customer journey is performing, what paths your visitors are taking, and where are they stagnating in the buying journey. With the relevant information available you can easily upgrade customer experience and build a customer journey that drives revenue.

Building a personalized online store has never been easier or more cost-effective

In the past, setting up an online store was expensive and complicated. But with the growing number of services available by eCommerce software providers, you might be surprised to see how affordable and quick it is to get an online store up and running. Many easy-to-use and affordable eCommerce platforms revolutionize the level of control business owners have over their products and their customers' experience.

An easily affordable Online Store with UCX comes with all the necessary tools, features, and support that your orthopedic business online store needs, including:

- **Personalization -** your own personalized brand showcased through customized theming
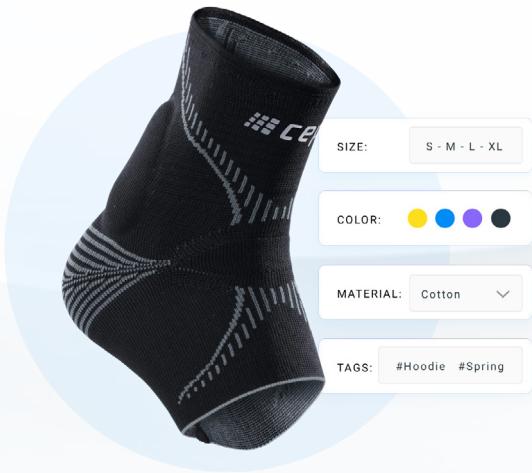
- **Pricing** - the necessary tools to set, control and manage product prices for all your products

- **Product Management** - the tools to organize all your products, sell them, and manage inventory

- **Ordering/Checkout** - a streamlined online ordering and checkout process to bring your products closer to customers

- **Payments** - payment processors that let you receive payments from virtually anywhere in the world using all major cards

- **Order Management** - the features to monitor and manage the entire order lifecycle, from the request for order to the payment process

- **Sales Tracking** - the tools to generate detailed sales reports, keep track of your requests, monitor and analyze sales during different phases of the process

- **Third-party Integrations** - integrations to speed up information flows, reduce operational costs, automate tax calculation, consolidate cross-channel sales, and more with integrations like Shopify, Avalara AvaTax, SendGrid, and Builder.io

- **Premium Support** - from start to finish your dedicated Business Development Representative works with you and provides continued support

Choosing an eCommerce platform for your orthopedic products

The medical supply business is complex. With a wide variety of orthopedic products to meet the diverse market needs, prioritizing product options and offering accurate and ample information on what your products do is essential.
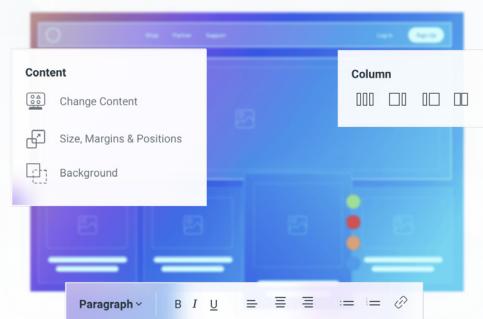
That is why you need a platform that embraces the complexity of medical device eCommerce. Aim for a platform that empowers you to emphasize your products. Besides a beautiful storefront and a secure payment process, the online selling platform you choose should provide you with easy-to-use tools to showcase your products and create product variants with ease.

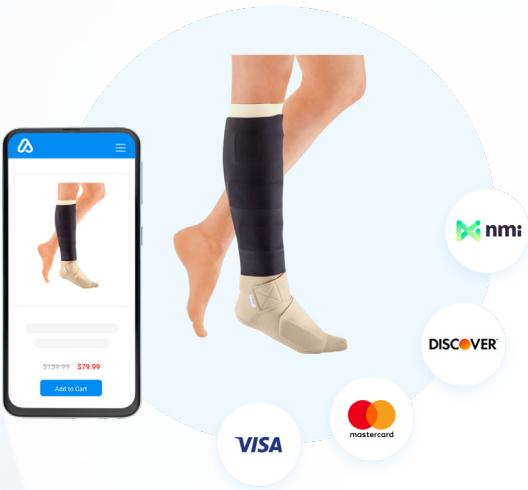**The eCommerce side of the UCX Platform provides you with:**

Easy to use product builder

You need to present your products well, with realistic images, and accurate descriptions. Additionally, you need to be able to create and configure your products with ease. With the UCX Product Builder pictures, attributes, features, or any other product specs can be easily applied with the click of a button and you'll see everything come together in a crisp product card display. You productize and monetize anything - from bandages to complex devices that speed patient recovery.

Customized theming

A powerful storefront is a given, but Rome wasn't built in a day. By opting for a drag-and-drop builder, however, you cut storefront development time from months to weeks and even days. UCX Platform uses Builder.io to create your storefront, customized with powerful visuals, intuitive design, flexible layouts, and more. You get a fully branded online store with a digital experience that drives customer engagement and conversions.

Flexible payment processors

Your buyers should be able to execute payments directly from your online store. UCX uses [the flexible payment processors](#) Stripe and NMI so you can accept payments from virtually anywhere in the world, using all major cards including VISA, Mastercard, Discover, American Express, Maestro, and more. All without being redirected from the checkout page. With the UCX Platform, you get your personalized online store for your orthopedic products, manage sales, track orders, enhance communication, and upgrade your customer experience.

REMEMBER: As your business expands, you will want to make sure your platform can grow, diversify, and change with it. If the platform you decide to use is flexible and scales with ease, it makes it less likely that you'll need to re-platform in the future, removing the hassle that comes with re-platforming out of the equation. So choose a platform like UCX that can accommodate the changes and growth in your business.

❯ Chapter 5: Selling more through affiliates

Over [80% of brands](#) use affiliates to sell their products. Affiliate marketing is a low-cost way of bringing in more sales while spending less effort on marketing. With affiliate marketing, you only pay for performance and sales, so there is a low risk and minimal start-up cost.

Selling products through affiliates is a great opportunity for brands in the Orthopedic industry who want to increase exposure and sales. As an Orthopedic business, you can leverage the power of an extended affiliate network consisting of doctors, healthcare professionals, pharmacies, medical professionals, and even gyms, to tap into new markets, increase brand visibility, and sell more Orthopedic products.

You don't necessarily have to struggle to find affiliates of your own. Instead, you can leverage existing affiliate networks like the UCX Affiliate Network, to market your products through them, saving both time and effort.

Here's how you can leverage the extended UCX Affiliate Network:

1. You bring your products to UCX, listing your brand in the [Brand Directory](), and we put them in front of our extended affiliate network.

2. You decide on the commission rate you want to set for affiliates, and payments are arranged accordingly for product sales.

3. Our affiliates pick up and sell your products through their affiliate stores, and commissions are calculated automatically for sales.

Affiliates browse the Brand Directory where your brand is listed. They click "Sell this brand", fill in the form to pick your products, and we add your products to their custom-branded affiliate online store. Sales tracking is done automatically, through the UCX Platform.

Once a sale goes through successfully from an affiliate store, that sale is automatically recorded on your Channel within the UCX Platform. Commissions are calculated and paid automatically to the affiliate, and the profit is transferred to you. With automated commission calculations and payment processing, affiliates always receive payouts on time.

Increase brand awareness, boost brand visibility, and sell more products through medical professionals. You tap into new markets and sell more orthopedic products through the UCX Affiliate Network.

Leverage the UCX Affiliate Network

❯ Chapter 6: Addressing confidentiality concerns (HIPAA Certified)

With the growing digitalization of healthcare, new regulations are set in place to protect virtual healthcare providers. HIPAA's aim is to safeguard the patient personal information, and it goes one step further by providing protection for the rights of individuals, employers, and organizations alike.

HIPAA plays an important role in protecting your medical client's information, especially in working with healthcare-related equipment, like orthopedic devices.

Besides the main platform capabilities and MFA (Multi-Factor Authentication), UCX is also HIPAA certified. So whether you're managing channel sales with UCX, or have an online store, you'll be sure that your patient data are protected with care.

HIPAA Compliant Certified

❯ Chapter 7: The Incrediwear Use Case

Company: Incrediwear

Problem: Incrediwear needed to transform part of their selling strategy to include selling online and create an easy way to collaborate with their resellers and distributors. Additionally, they needed a Channel Management Platform for eCommerce where they could manage all resellers, distributors, and channel sales in one location.

Solution: Create a UCX Channel for Incrediwear to manage distributors, resellers, and channel sales. Additionally, create custom stores for their distributors and resellers to get them started with eCommerce.

How Incrediwear Leveraged the UCX Platform

Incrediwear is an industry-leading provider of anti-inflammatory recovery wear. They provide their products to and through healthcare clinics, retail storefronts, as well as direct sales.

To help them sell their products online through distributors and resellers, and keep track of all sales, UCX provided Incrediwear with a highly configu-

rable, variable, and scalable platform. The UCX Platform empowers Incrediwear to manage all channel sales and their distributor and reseller network in one central location.

With the UCX Platform, Incrediwear equips each channel partner with a personalized online store and makes products available virtually.

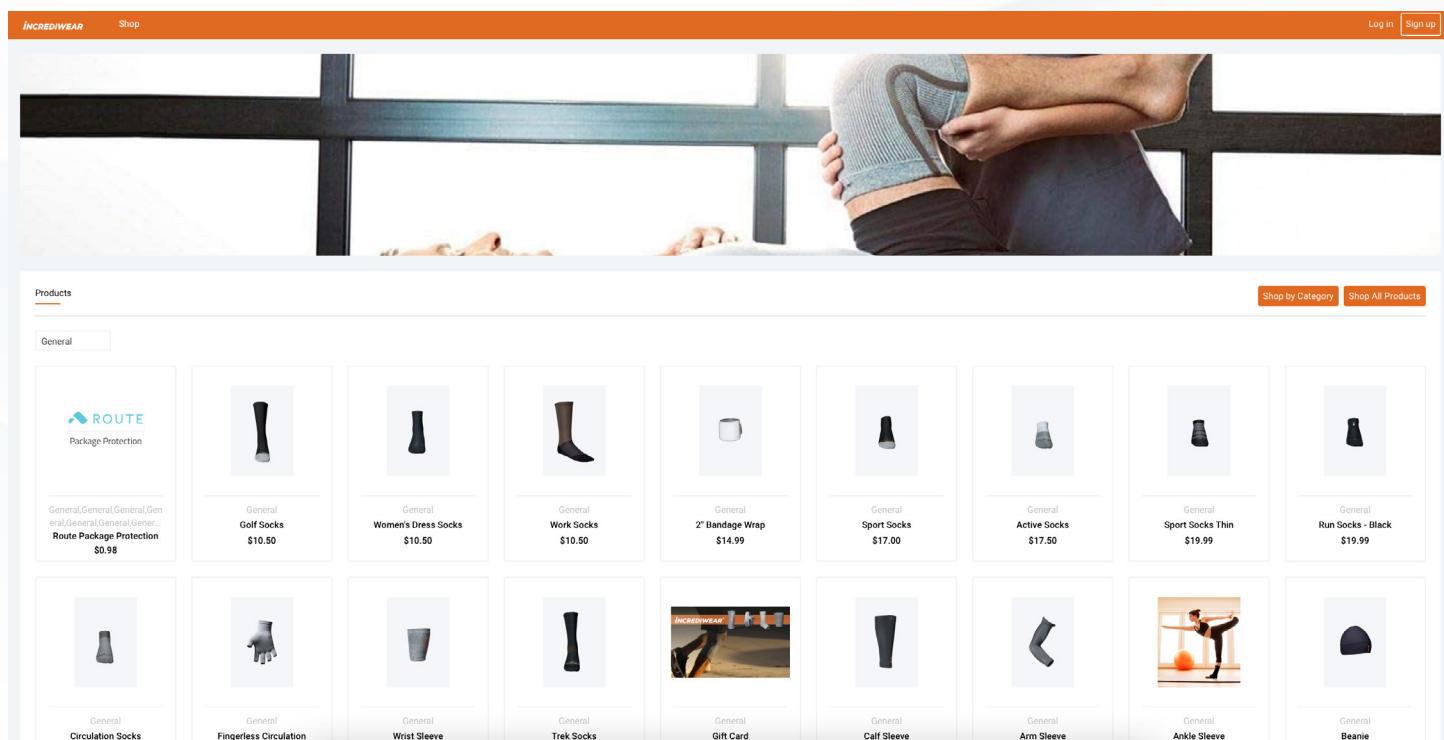| Empower channel partners to sell from anywhere.	Set and manage product prices with price books.	Update products for all channel partners instantly.

Set and automate commission payouts.	Track sales activity in real-time for all channel partners.

Incrediwear channel partners reach out to more customers, while Incrediwear keeps tabs across all reseller and distributor stores.

Incrediwear storefronts for sellers example: The Gym MPLS.

The Gym MPLS is a training co-op created for people with a passion for fitness. To cater all their clients' needs they've picked up Incrediwear products to resell.

Incrediwear equips The Gym MPLS with a custom online store connected with the Incrediwear channel. Through their channel, Incrediwear created price books and automated commission payouts for The Gym MPLS.

The Gym MPLS sells Incrediwear products through their personalized storefront, while Incrediwear receives and fulfills the orders for every product The Gym MPLS sells.

The Gym MPLS gets paid a commission for every Incrediwear product sold through their store.

To promote the store The Gym MPLS uses printables with a QR code that links directly to their shop. By scanning the QR code their athletes visit their store and buy Incrediwear products with ease, and The Gym MPLS automatically gets paid a commission for every sale made.

Check out The Gym MPLS store

Incrediwear is also selling through the UCX Affiliate Network

Incrediwear is expanding its market reach, promoting products through medical professionals. They have doctors, physicians, and healthcare providers picking up and selling your products through their affiliate stores.

See how Incrediwear did it:

- Incrediwear brings their products to UCX.

- We put them in front of our extended affiliate network, listing Incrediwear in the Brand Directory.

- Affiliates, like Rainier, pick up and sell Incrediwear products through their custom-branded affiliate stores.

Incrediwear Results:

27 % increase in channel visibility

25+ products with variants made virtually available for their 5000+ member network of resellers & distributors

❯ Conclusion: Pave your way for future success

The future of the orthopedic device/product vendors who turn to technology to navigate their sales challenges is promising. Technology has profoundly impacted how orthopedic devices are manufactured today. Now it's transforming the way they're sold. That's why the new emerging technologies have the potential to place you ahead of the game for orthopedic product sales.

Drive growth, scale, and increase revenue. You can leverage technology for more and better sales be it through eCommerce or selling through channel partners and managing eCommerce channel sales.

REMEMBER: When it comes to bracing your orthopedic business for success through technology, aim for a [platform like UCX](#). Besides providing you with powerful tools to sell orthopedic products and manage channel sales online, we scale and grow with you and rise up to new challenges together.

Scale your orthopedic business with UCX!

You don't just get our tools, you also get our team!

Book Your FREE Demo