Medtech marketers face many day-to-day challenges. Whether they’re trying to bring a new product to market or provide more leads for sales, it can be difficult to catch the attention of physicians and other healthcare professionals.

The medical technology industry is changing, and marketers will be relying heavily on digital lead generation techniques more than ever to grow their revenues. In a recent survey involving medical device professionals...

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For every $1 spent, $44.25 is the average return on email marketing investment. 85% agree that digital media has changed the way the healthcare industry needs to communicate and engage with its customers.

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