

# MotoHealth

## How can Motorola expand into the healthcare industry?

### Communications in Healthcare: A Design Plan for Motorola

Motorola can expand into the healthcare industry by meeting the emerging needs of communication in healthcare. It can innovate solutions to meet those needs by focusing on users in the healthcare market and understanding the needs of patients, professionals and the healthcare community.

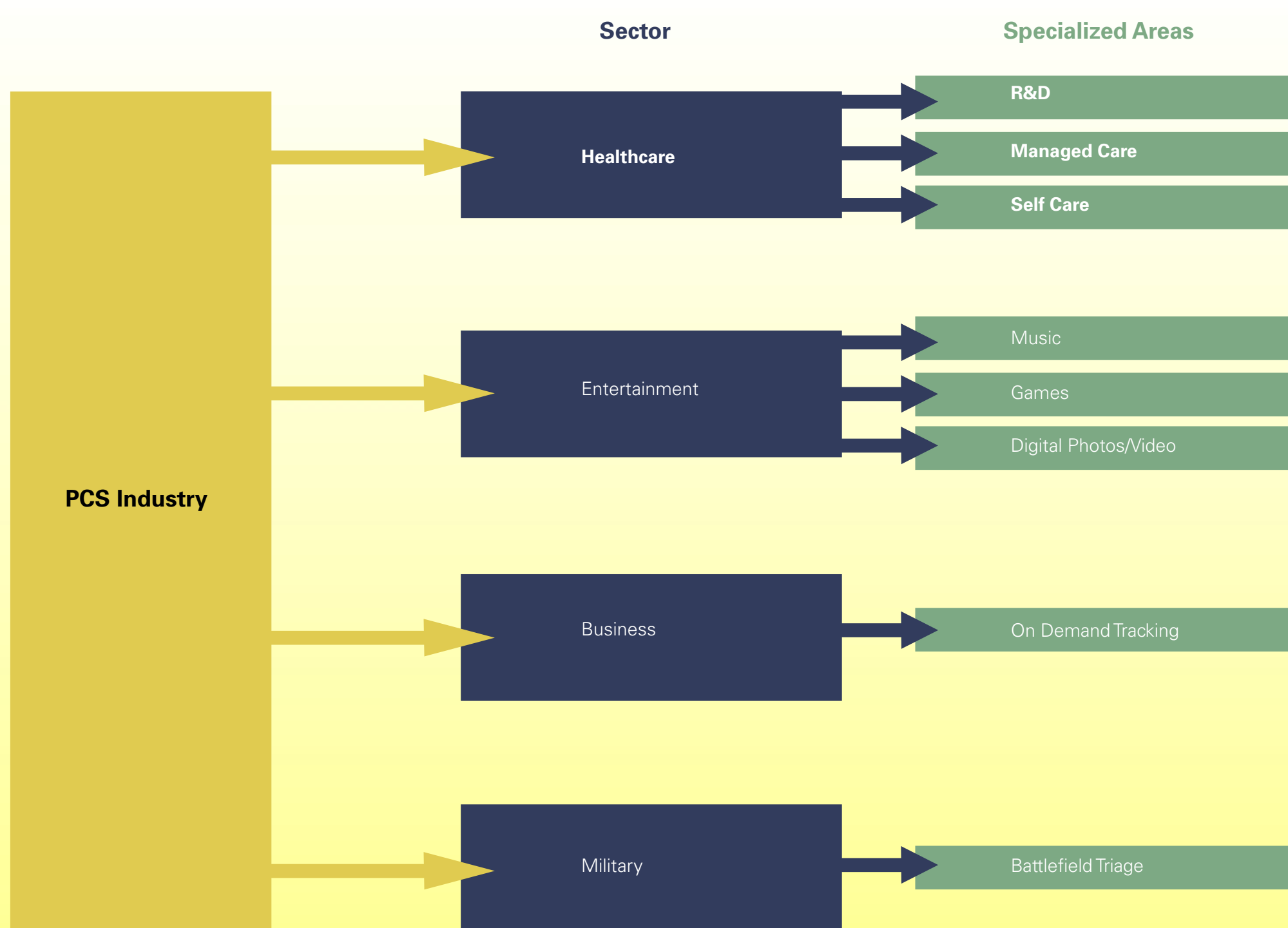
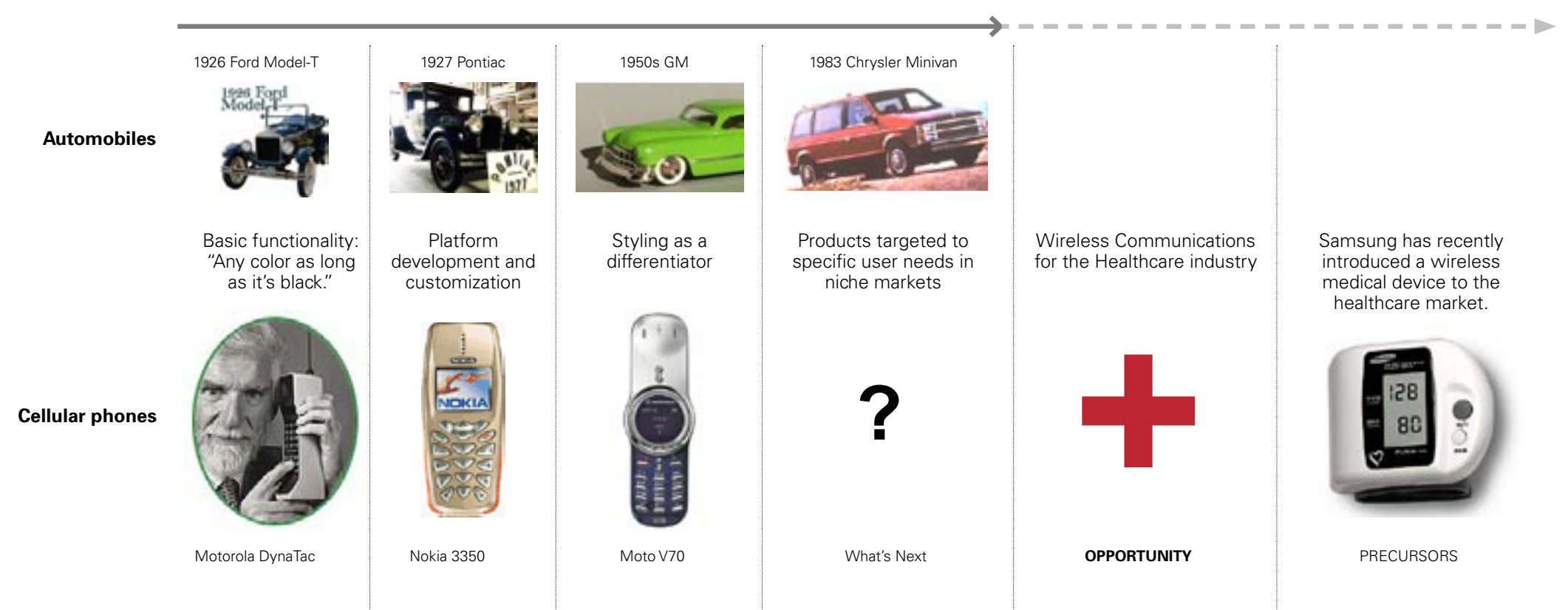
MotoHealth focuses on prevention through remote outpatient care that would lessen the number of episodic and chronic treatments. It supports patients in managing their conditions and in maintaining the doctor-patient relationship. The patients will be connected to their physicians remotely, giving them peace of mind and freedom of mobility. Physicians and healthcare professionals will have real-time access to their patient's condition, allowing them to capture

more subtleties of their current status. Insurance companies and HMOs benefit by reducing costs, decreasing time spent on verifying claims with just-in-time access to patient information, and improving the quality of patient care. MotoHealth will be successful because it meets all users' needs – not only the direct users, patients and physicians, but also insurance companies, HMOs and other healthcare professionals.

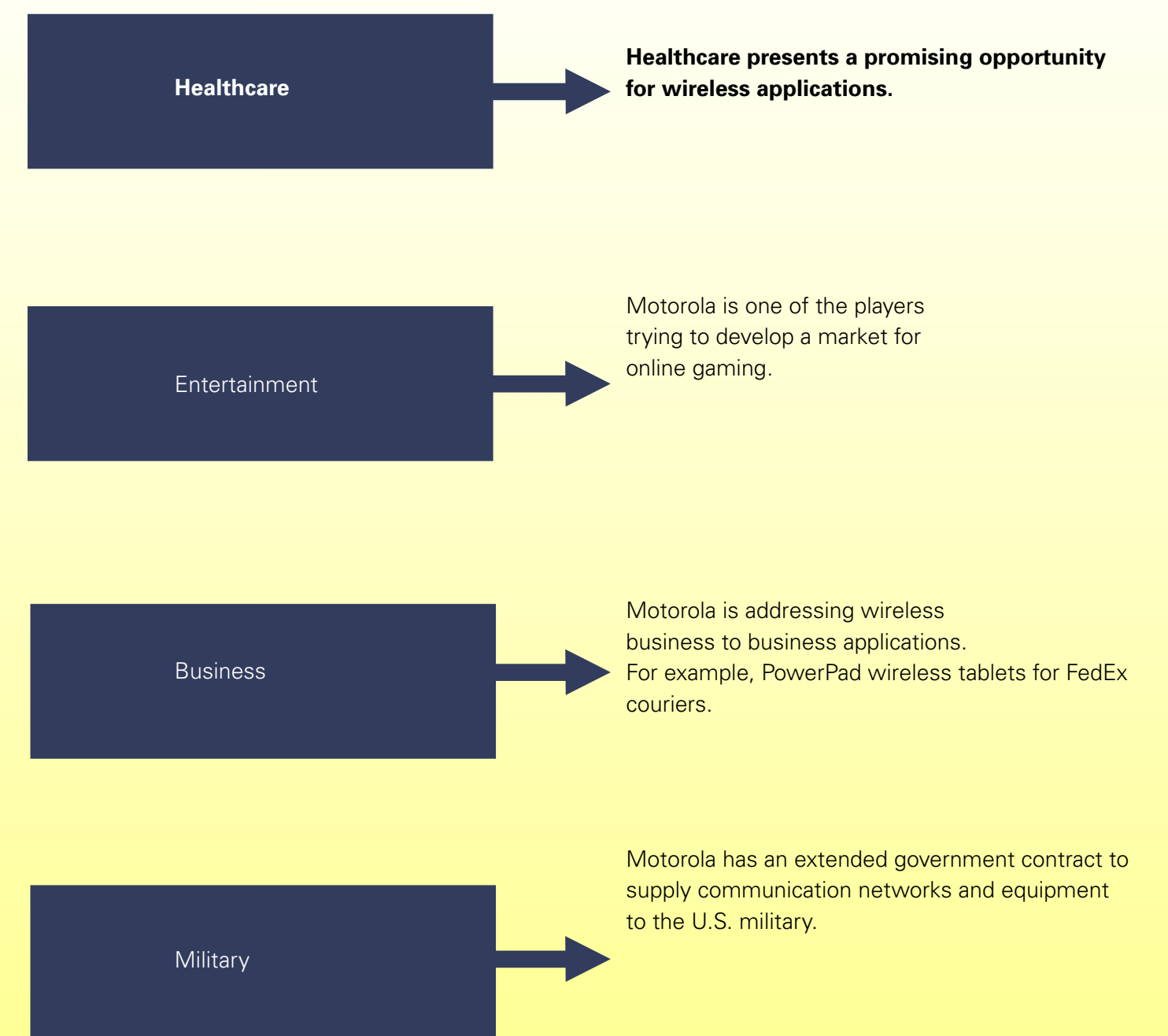
*By focusing on user needs in healthcare, Motorola can create specialized offerings that command margins in a defined market niche.*

### Cell phones and automobiles – How are they similar?

Automobile manufacturers have evolved their offerings from a generic one-size-fits-all automobile to the minivan which serves the specific needs of today's family.



### Current Examples of Specialization within Motorola



## Why is Motorola especially suited to healthcare?

Motorola was synonymous with technology and innovation until the personal communications market became less tied to performance and more tied to lifestyle. In this new era Motorola branded products did not resonate with the customization, individual expression, convenience, and accessibility desired by consumers. While Motorola may have lost direction as success criteria for market leadership in handset sales changed, its brand currency and product excellence are still viable. Motorola has the opportunity to extend its development efforts into a variety of industries that not only support product characteristics such as quality, reliability, and durability, but demand them.

### Communication Pioneer 1977 - 1990

Motorola helped found a new era of wireless and cellular communication. Its strong tradition of research and development, enabled it to bring new technologies to market far ahead of any competitors and at far greater levels of excellence. Newsworthy innovations quickly grew Motorola's reputation for quality, reliable and cutting edge products and services.

### Handset Manufacturer 1991 - 2002

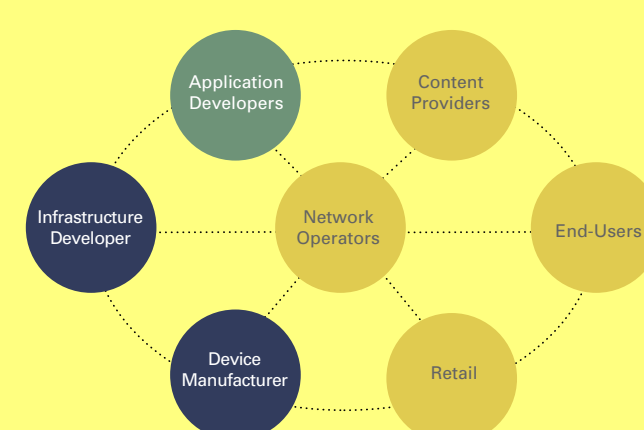
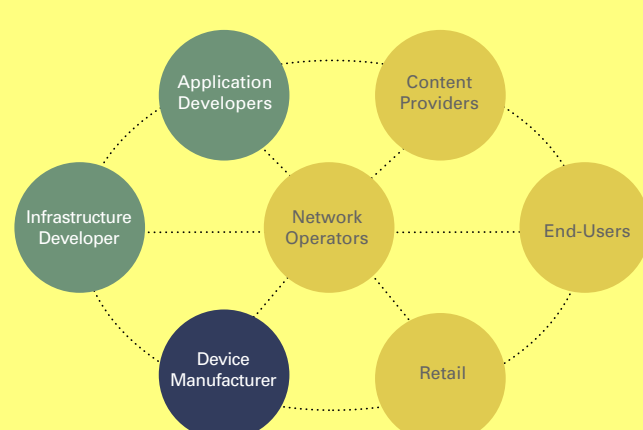
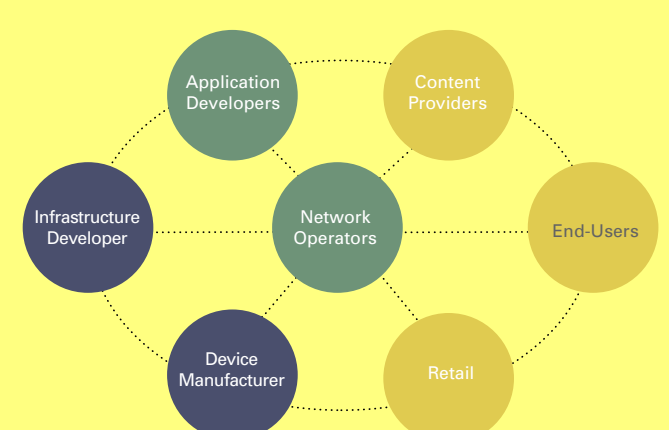
The cellular market developed at breakneck speed and wireless handsets became a consumer commodity far faster than Motorola predicted. As a result, it had to shift its focus from R&D and quality products to meeting consumer appeal in order to compete with companies like Nokia. It has not been successful in changing perception of its products from quality and reliable to hip and desirable.

### Communication Astronaut 2003- beyond

Wireless communication is in the process of being extended beyond convenience and into new areas of application that deliver real value to the user. Like its competitors, Nokia, Samsung and SonyEricsson, Motorola should determine a focus that is best suited to its core strengths. Since Motorola has excellent brand currency in quality, reliability and leading-edge technology, it should identify a field such as healthcare that not only values these characteristics, but demands them.

Where is Motorola's focus in the wireless value chain and which strengths are being leveraged?

- Motorola's primary focus
- Motorola's secondary focus
- Other players in value chain



### Strategic Planning Workshop Advisors: James Russell

The assignment for Strategic Planning Workshop was to develop a design plan communicating how Motorola can enter the healthcare industry.