

SECURITY

Solutions Partner for Security Designation

HEALTHCARE

Creating Your GTM Message

Based on the solution information determined in Lesson 3, Microsoft 365 E5 provides the required feature set to meet the needs of this industry. Now that we understand our solution requirements, we can define our go-to-market message.



What Is the Information Provided?

- Presenting Our Solution with a Strategic Go-To-Market message
- Do You Believe The GTM Statement Achieves Its Purpose?
- Replacing references to Microsoft 365 with your Solution name

Why Is This Information Important to Understand and Use?

In customer interactions, it's essential to address their concerns within the context of their specific industry, as these are typically the most crucial to meeting their needs. Successfully meeting this brief is crucial for boosting your chances of winning the customer's trust and business.

Presenting Our Solution with a Strategic Go-To-Market Message



Ask Copilot

Create a strategic, go-to-market message based, providing an overview, the top 5 security priorities and provide 4 key benefits of Microsoft 365 for the Healthcare industry, specifically for the Australian market. Provide a compelling reason to act at the end. Present everything in clear speak, not using technical terms. Replace any references to Microsoft 365 or Microsoft 365 E5 with **{Insert your solution name}**.

{Insert Business Name}: Empowering the Australian and New Zealand Healthcare

In today's fast-evolving healthcare landscape, securing patient data, ensuring operational efficiency, and maintaining regulatory compliance are more critical than ever. **{Insert your solution name}** offers a comprehensive suite tailored to the unique needs of the Australian and New Zealand healthcare sector, addressing these challenges head-on.

Top 5 Security Priorities

- **Data Protection:** Safeguarding patient records against unauthorised access and breaches.
- **Compliance:** Ensuring adherence to Australian and New Zealand healthcare regulations and standards.
- **Threat Detection:** Identifying and mitigating potential cyber threats before they can cause harm.
- **Access Control:** Managing who has access to sensitive information and ensuring only authorised personnel can view or edit it.
- **Incident Response:** Rapidly addressing and resolving any security issues to minimise impact.

Key Benefits For Australian and New Zealand Healthcare Agencies

- **Enhanced Security:** Comprehensive protection measures that keep patient data safe and secure.
- **Operational Efficiency:** Streamlined processes that improve the day-to-day functioning of healthcare facilities.
- **Regulatory Compliance:** Tools and features that help ensure compliance with healthcare industry regulations.
- **Scalability:** A solution that grows with your needs, providing flexibility and adaptability.

The Time To Act Is Now

Embrace the future of healthcare with **{Insert your solution name}** and position your organisation at the forefront of the industry. By adopting this advanced solution, you not only protect your patients' data but also enhance the overall efficiency and compliance of your operations.

Act now to secure these benefits and ensure your healthcare facility is ready to meet the challenges of tomorrow.

Do You Believe The GTM Statement Achieves Its Purpose?

While we are using Copilot to build the statement, vastly speeding up the creation process, we still need to ensure the statement is listing the relevant information, ensuring we simply need to tweak the message, rather than having to create it entirely from scratch. After reading it, ask yourself the following:

- Does the request provide a clear message at the start and the end of the statement?
- Are the top 5 priorities listed, similar / same as discovered in Lesson 2 for Healthcare?
- Are the benefits listed highlight how the customer will see improvements in the day-to-day operations?
- Do you think the 'take action now' statement will resonate with these customers?

If you feel that the statement isn't quite right, go back and massage the request and re-present it until you are happier with it. If you feel the bulk of the statement is suitable, but what to rewrite specifics part, Copilot can do this for you very quickly.

While perfection isn't necessary, the content must effectively highlight the key security priorities to resonate with the intended reader.

Continue on your path to achieving a Microsoft Partner for Security designation.

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