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Ostomy forecast report

How to become the ostomy brand
HCPs actually want to recommend



Executive summary

Healthcare professionals (HCP's) are the guiding stars for patients with stomas. From picking the right products to teaching patients how to use them, HCPs are essential allies in ostomy care.

For brands, getting HCPs on board means focusing on reliability, comfort, and education that fits right into their daily routines. The brands that win will be the ones that go beyond product specifics and offer engaging solutions that truly make a difference for both HCP's and patients.

1. Key advisors in Ostomy Care

Nurses, stoma nurses, wound care specialists, and other HCPs are the go-to experts for ostomy care, making their recommendations invaluable for product adoption.

Marketing Tip: Emphasise product features that make life easier for both patients and HCPs – think easy to apply adhesives, durability, and odour control. These benefits don't just help patients feel more comfortable but also streamline workflows for HCPs.

2. Demand for reliable, patient-centred products

HCPs want products they can trust – reliable, comfortable, and designed to prevent common issues like leaks or skin irritation.

Marketing Tip: Highlight the durability, user-friendliness, and skin-friendly materials of your products. Provide data on reduced rates of skin issues and leaks to reinforce your product's reliability and quality.

3. Support for patient education and independence

HCPs spend a lot of time teaching patients to manage ostomy care on their own, so any help in that department is always welcome.

Marketing Tip: Create educational kits for HCPs to give to patients. Include easy-to-follow guides, maintenance tips, and maybe even a QR code linking to how-to videos. The more confident patients feel, the more likely HCPs are to endorse your brand.



Key trends:

HCP focused marketing tips
for Ostomy Products



1. Educational content and product training for HCPs

HCPs need training that's quick, straightforward, and available on demand.

Marketing Tip: Develop bite-sized training videos and step-by-step guides on applying, removing and maintaining your products. Better yet, offer hands on demos so HCPs can see and feel the benefits themselves.

2. Evidence-based communication and data transparency

HCPs love data that's clear, concise, and trustworthy. They want to know your product does what it says on the box.

Marketing Tip: Provide clinical trial results, case studies, and product data. Emphasise key features like breathable materials, hypoallergenic options and longer wear times.

3. Supporting the transition to home care

HCPs want to ensure patients are set up for success at home.

Marketing Tip: Partner with hospitals and home care providers to create transition kits that include everything patients need to manage their care solo. Set up a patient support hotline for real time help with any product questions - a little extra support goes a long way.

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Key trends:

Nurse-focused
marketing tips

4. Building a community

HCPs appreciate a network where they can share advice, ask questions, and learn from each other.

Marketing Tip: Launch an online forum or community for HCPs to connect, share insights, and provide feedback. Regular webinars and Q&A sessions with product experts can add value and keep HCPs engaged with your brand.

5. HCP focussed social media engagement

HCPs are on LinkedIn and other professional platforms, looking for insights they can actually use.

Marketing Tip: Use LinkedIn and similar channels to share product tips, case studies, and infographics on product benefits.

Run a quick –hit social series with practical, actionable tips on ostomy care that HCPs can apply right away.

1. Building trust and compliance with regulatory standards

HCP's need assurance that your products are compliant with regulatory standards.

Marketing Tip: Clearly highlight your products certifications and other safety features like hypoallergenic adhesives.

2. Differentiating in a competitive market

The Ostomy market is crowded, so standing out is key.

Marketing Tip: Spotlight unique features like extended wear time, comfort focused design, or skin protection. Use comparative case studies or testimonials to showcase why your product is better. Real world outcomes like reduced irritation or increased confidence resonate with HCPs.

3. Addressing HCPs busy schedules

HCPs are pressed for time, so they need access to resources.

Marketing Tip: Make your demos, training videos, and educational content available on demand. Short practical guides and virtual demos can go a long way for busy HCPs. Offering on site support can also be a game changer for initial product adoption.

Opportunities for brands targeting HCPs in Ostomy Care



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5. Provide product samples and trial opportunities

HCPs want to see and feel the products before they recommend them

Marketing Tip: Offer sample kits with different bag styles, adhesives, and accessories. Let HCPs experience the quality firsthand so they can make more personalised recommendations to patients.

6. Partner with professional organisations and conferences

Conferences are prime time for engaging with HCPs specialising in ostomy care.

Marketing Tip: Sponsor relevant events, offer product presentations, and hand out samples. Interactive workshops give HCPs the chance to see your products in action and get their questions answered.

7. Establish a loyalty or rewards programme for HCPs

Rewards programmes can incentivise HCPs to stay engaged with your brand.

Marketing Tip: Create a loyalty programme that rewards HCPs for product recommendations, feedback, and continued engagement. Samples packs and exclusive educational resources are perks they'll appreciate.

8. Use testimonials and patient success stories

Success stories add a personal touch that resonates with HCPs.

Marketing Tip: Share testimonials from both HCPs and patients that highlight comfort, reliability and ease of use. These stories add credibility and showcase the real impact on patient's lives.

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Conclusion

Brands marketing ostomy products to HCPs can stand out by focusing on educational support, patient centred outcomes, and product reliability.

By emphasising ease of use, safety, and patient comfort, brands can build strong relationships with HCPs, positioning themselves as trusted partners in ostomy care. This approach not only helps HCPs improve patient outcomes but also establishes lasting loyalty within healthcare settings.

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