

Wellable:
**Teaching Opportunities and Classroom Technology Use Cases
that Can Maximize Sales Opportunities**

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"So I'll give you one [example] for Boston. It's called The Worksite Wellness Council of Massachusetts (WWCMA). It's a Boston-based organization, but it represents our entire state. They host a conference every single year. The conference is small, but they have a strong presence. So if you're thinking about entering the state of Massachusetts, and you're focused on health, knowing the local providers that may be available to you, there's no better place to go."

- **Nick Patel, Founder and CEO of Wellable**

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Patel's strategy for Wellable, an employee wellness solutions provider, is to attend events and conferences of local chapters of larger organizations in healthcare.

At Wellable, Patel created a software and services tool that allows companies to engage their employees in healthy habits to keep them more productive and active in the workplace.



As an Adjunct Instructor of Clinical Research and Leadership at George Washington University, he also teaches several different groups in the healthcare sphere—clinicians, public health servants, and more. Patel's classes focus on digital health tools: how to use them and why they are essential in our healthcare system.

He explains the need for professionals to educate on the technological advancements and trends in healthcare, such as digitization and automation. *"If you imagine, for example, you're a clinician, it's hard to ignore the fact that people may be coming to you in the clinical environment, saying, 'I have an Apple Watch, and it's telling me I have an irregular heartbeat, sleep issue, or something else related to my health,'"* he says. *"So people are using these tools for their own personal well-being, and they're expecting their clinician to be able to understand what these devices are telling them, how they work, and if they can be used to improve their health."*

International companies can leverage their expertise and start finding local speaking and teaching opportunities at local universities, which can help these companies expand brand exposure and become thought leaders in the U.S. *"The good thing about academia is that key information is public in the United States,"* says Patel. *"So if you go to a large, state-run academic institution, you should be able to find that some opportunity for speaking in education."* Leadership teams of Korean start-ups with emerging technologies can take advantage of the opportunity to teach and instruct across the country to gain visibility in the U.S.

When working with an organization for teaching medical students, or any kind of program that requires devices for educational purposes, companies can secure opportunities to collaborate through these use cases in the classroom setting across the U.S. and, thus, more potential sales opportunities. Patel explains that finding speaking and instructor opportunities in the U.S. is easier than it may appear. *"I do believe that this is becoming more and more common,"* he says. *"Having speakers deeply connected to real-life environments, tools, and devices makes sense."*



Nick Patel, Founder and CEO of Wellable

Patel explains that he began to be involved in the classroom setting because the Dean at the medical school was an "avid reader" of his blog at his then-newly-start-up company, Wellable. Patel highlights the importance and value of multichannel marketing communications, specifically blogging, as a start-up company still in the process of developing a successfully-functioning product or service. "At the time, I asked myself "why should I blog?" And the answer was kind of twofold," he says. First, "it would force me to organize your thoughts, which was extremely important when we didn't have a fully functioning product. It was just a vision," he says. Second, "When you do have conversations with individuals, you can point to some of the articles as a follow-up. These posts included stats or research that expanded upon and supported the positions I would be articulating in conversations."

The Dean of George Washington University read the Wellable blog "about health and wearable devices, their increasing popularity, and how they can they be used in real-world applications" and "made a decision to add curriculum related to these types of technologies in a course for medical and public health students." International companies can also leverage multichannel marketing strategies, such as repurposing their research into blogs and video content to gain brand exposure in the U.S., leading to potential sales and networking opportunities such as teaching and using their technologies in classroom settings or at university speaking events.

Patel explained how he meets his potential customers and ways to expand his own company at Wellable. "When we first started to commercialize our product, we found it better to work with smaller companies because when the industry doesn't know you, it's hard to break into the door. We wanted small wins," he says. "We also wanted to learn about our product after we built it. We had friends and family give feedback, but we didn't have broad, diverse user feedback in the context of a company. So getting that early [through smaller companies] was really meaningful." Discovering local conferences to attend and small local companies to partner with can be helpful and a cost-effective way to create a solid foundation for gradually building trust and reputation in the U.S. market on a larger scale.

-Content by Emily Curtis, Junior Marketing Associate at BDMT Global

If you are interested in connecting with Nick Patel or in working with Wellable, please send an email to sim@bdmtdglobal.com