## MedTech: the industry, recruitment, and work-life – a post-COVID-19 outlook

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COVID-19 has created many challenges and changes in not only our day-to-day lives, but it has also set new standards and changed the face of working life, as we knew it, across the globe. One such industry in which we have seen a clear impact in is the healthcare industry. There is no doubt that the pandemic will reshape MedTech business decisions and the ways of working within the industry.

Traditionally the MedTech industry has been known to provide stable careers for decades and for some professionals at the same company. But with the effects of COVID-19, I have had many candidates asking whether the pandemic means an overturn in such stability? And what will work life look like? Well, let's take a look.



## When we were in lockdown, and the stoppage of non-essential surgical procedures took place, some companies pressed the pause button on hiring. Instead, they diverted their resources into revamping their commercial education and training programs. Training that would typically be conducted in-person was now being facilitated virtually. Without the daily case coverage, the online training modules served the purpose of keeping staff engaged, motivated, and connected to their colleagues. They also utilised this theatre list downtime to increase their product knowledge as now the challenge exists, even more, that gaining access to the OR was no longer a case of 'showing up' and 'opening boxes'. Many Clinical Managers now only give access to sales and support

MedTech industry.

access to the OR was no longer a case of 'showing up' and 'opening boxes'. Many Clinical Managers now only give access to sales and support professionals who can demonstrate the value they bring to that procedure on the day, the wider account, and facility. Without this enhanced

training, many legacy field professionals would have struggled.

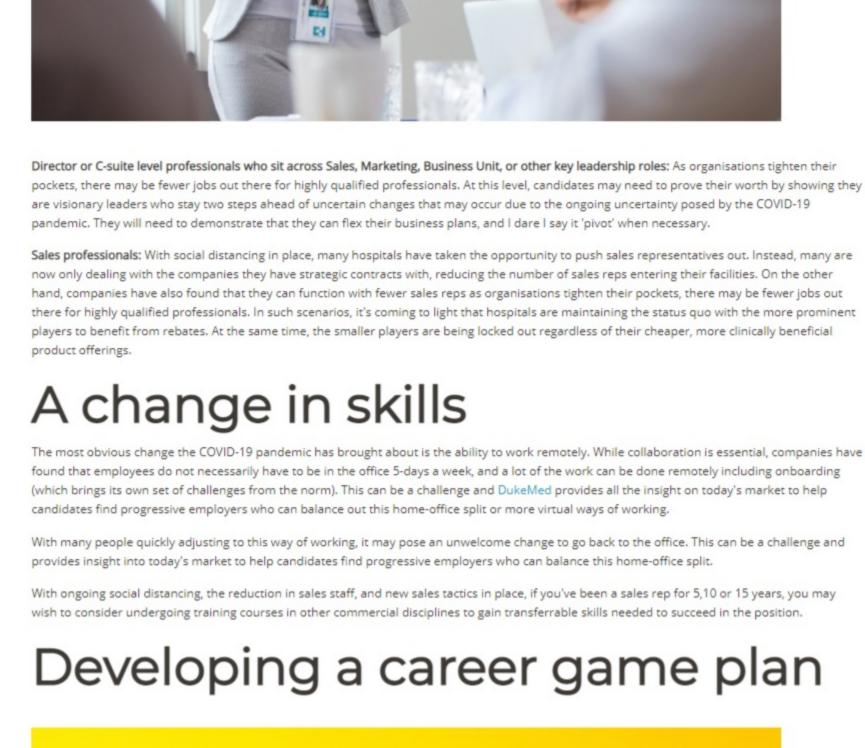


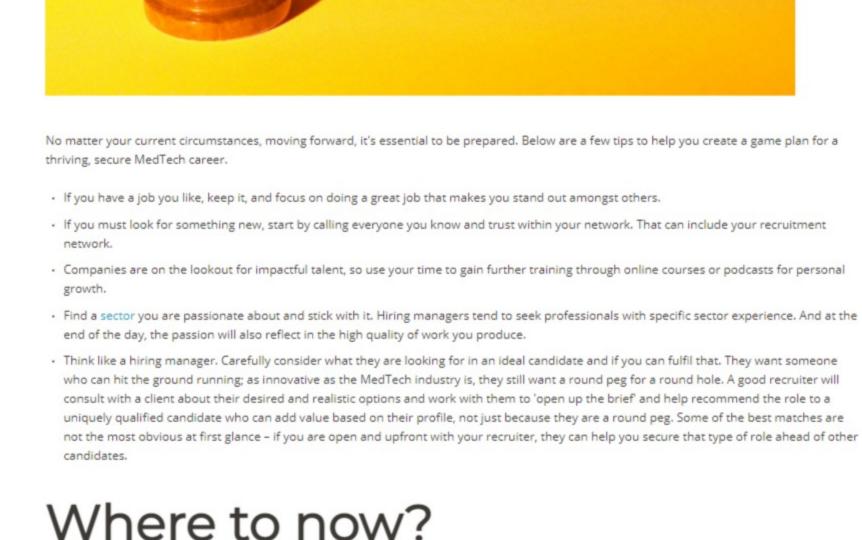
Who may be hiring?

to bind the team together sufficiently and make allowances for any loss of earnings when sales had evaporated rapidly in hand with elective

procedures.







Nevertheless, with recent adjustments to the way we work and the medical industry on alert and making ongoing changes to be prepared, we can expect. Med Tech recruitment to be booming once again... only with a difference!

Call DukeMed on +61408.455.477 if you are questioning your next career move or are looking to hire Med Tech talent. We're here to set you off in the right direction and support you every step of the way.

We're seeing a rise within MedTech recruitment as things return to a post-COVID-19 way of life and patients begin to return for procedures. There is

always the looming cloud that poses the threat of a stall in recovery, as we have witnessed in WA, NSW and again Vic.