

What's next



Healthcare

At the end of the day...it's about listening to your customers

At The End of the Day... is an expression meaning an assessment of essential facts and truths. It's a summation of the pros and cons of any situation and a straightforward statement of what really matters. It's also the title of this blog series by Brenda Hodge, Nuance Healthcare's Chief Marketing Officer, with insights about leadership, empathetic customer relationships, and marketing techniques.

Brenda Hodge

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Last month in Florida, I was absorbing some [great discussions with our Executive Client Council](#) (ECC), a group of C-level executives from the nation's leading health systems. I was closely following a dialog rich in insight when I was struck by two simultaneous thoughts: (1) we should do this more often, and (2) why *don't* more marketers do this more often?

"Listen to your customers" is unquestionable for any marketer. Most make at least some attempt to do it. Some do it well, and others not so well.

So that leaves my second thought: Why *don't* more marketers do this more often? If you ask the question, the common reply will be "we can't find the time". If you push beyond the surface answer, you would also find an unease about what you will hear and an uncertainty if you want to hear it.

If it's about time, think of the time and resources spent developing products and services that weren't quite right or were just plain wrong. Then think about the time and money spent digging out of the resulting hole. Can you afford *not* to take the time? If it's about being afraid of what you'll hear because it might disrupt some major product development, then be prepared for the results you get in return — knowing that what you don't know *can* hurt you.

We meet with our ECC regularly and it's fantastic every time. We've learned a lot from this group of executives, and adjusted direction on product and technology development based on their coaching. We are committed to making this a more frequent dialog. Our intensive focus on [clinical virtual assistant development](#) is one direct outcome from listening to our customers.

Successful businesses are designed around what customers need. So, at the end of the day go beyond just thinking that you're listening to your customers no matter how well you think you're doing it. Instead, honestly ask why you aren't spending *more* time with them.

Tags: [Artificial Intelligence](#)



About Brenda Hodge

Brenda leads all aspects of Nuance's marketing function working to develop the go-to-market approach, building the Nuance brand to drive growth, and expanding client relationships to increase loyalty. She joined Nuance from Optum where she most recently served as Chief Marketing Officer for the Provider Market segment. Brenda's career spans multinational sales and marketing leadership roles at companies such as GloStream, Allscripts/Misys Healthcare Systems, and SAS Institute.

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