

Zebra introduces new healthcare specialization program for channel partners

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Program provides tools to drive sales, differentiation and overall business growth



Singapore –Zebra Technologies Corporation, an innovator at the edge of the enterprise with solutions and partners that enable businesses to gain a performance edge, announced a vertical specialization for healthcare technology providers in North America, Latin America and parts of Asia-Pacific. The new Healthcare Specialization Program, developed as a strategic component of the Zebra PartnerConnect Program, recognizes partner expertise and investment in healthcare technology solutions. It also provides qualified members with competitive differentiation and benefits that empower business growth and development.

The multi-tier program is designed for healthcare technology providers with proven success selling Zebra's healthcare solutions. These include mobile computers, barcode scanners, printers, patient wristbands and barcode label supplies. Within this portfolio, Zebra was recently honored with 2018 MedTech Breakthrough Awards including "Best Overall mHealth Hardware" for its TC51-HC mobile computer and the "Best Healthcare Network Security Solution" for its LifeGuard for Android security solution.

Qualified Healthcare Specialization Program members will have access to unique benefits including: growth incentives, strategic go-to-market support, more discounts on select healthcare products, qualified leads generated through Zebra marketing campaigns, increased channel account management and planning as well as a customizable logo recognizing their expertise in the industry.

"Clinical mobility solutions are a growing segment in the healthcare landscape, and medical facilities are increasingly investing in technologies that enhance patient care and optimize workflows performed by doctors, nurses and clinician support staff," said Bill Cate, Vice President of Global Channel Strategy, Zebra Technologies. "We recognize the value and contribution of our partners dedicated to the healthcare industry, and the launch of this program signifies our commitment to the growth of these specialists."

The Healthcare Specialization Program enables Zebra's ecosystem of partners to compete more effectively in the healthcare market and extend the benefits of using innovative devices and solutions to more medical providers globally. Ultimately, technology designed for better connectivity and efficiency helps healthcare organizations lower costs and improve the quality of patient care.