



# *Career Transition: Moving to the Vendor Side*

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# *Welcome*

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# Agenda



## *Making the Switch*

What is your why?



## *Challenges*

Making the transition to the vendor industry



## *It's not the “dark side”*

The pros and cons of working in the technology vendor and services industry

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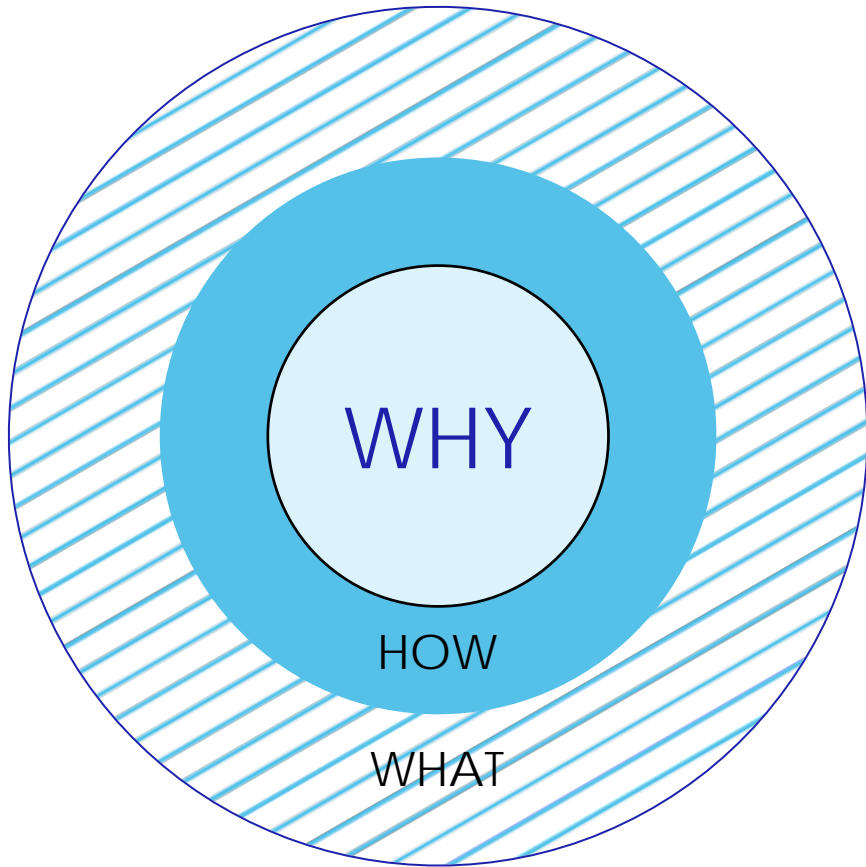
*We must walk consciously only part way toward our goal, and then **leap in the dark** to our success.*

Henry David Thoreau

# *Learning Objectives*

- Recognize the characteristics and skills important for a transition from the provider setting to the vendor setting.
- Identify challenges and barriers to making the transition to the vendor industry.
- Describe the pros and cons of working in the technology vendor and services industry.

# *What is your Why?*



**The WHY is the purpose,  
cause or belief  
that drives every one of us .**

Simon Sinek's Golden Circle  
Author, Start with Why

# *Making the Switch - Provider to Vendor HCIT*

- **Why make the change?** Important to understand what your motivation is so that you are focused on the right objectives.
- **How will this impact your professional and personal life?**
- **What Skills, Qualifications will you bring or do you need** - easier to transition from project management or application support in one setting to another, then to change both the setting and the role.

# *Why make the Switch?*

## What is Your Motivation?

If you do not understand your WHY, then you are at risk of being disappointed.



*Personal Growth and Learning Opportunities*



*Building something vs maintaining systems*



*Opportunity to work with a variety of healthcare systems and professionals*



*Travel*



*Working remotely*



*Financial*



# *Preparing for the Transition*



## **Re-engage with your existing network**

Focus on learning what others are doing and ask for advice



## **Use professional organizations for learning opportunities and to expand your network**

Learn about others' roles and experiences

Get out of your comfort zone



## **Attend virtual exhibits and "trade shows"**

Expand your view of HCIT



## **Research vendors you know and twice as many as you don't**

Understand product categories and business models

Review open positions to understand current needs and to educate yourself on the kinds of roles that exist

# *How Will a Change Impact you?*

Something to think about:



## **Travel**

Do not underestimate the challenges of business travel or downplay the amount of travel the role may mean for you.



## **Work Environment**

Working remote or in an office?  
Will the role require relocation?  
Working across time zones?



## **It's All Business**

Hospitals and Healthcare Systems are big business too, and a significant part of the economy. Moving to the vendor side involves a new way of thinking about business.



## **Boundaries**

A business perspective involves understanding your professional boundaries in a new way.

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*You don't hire for skills, you hire for attitude.  
You can always teach skills.*

Simon Sinek

Author, *Start with Why: How Great Leaders Inspire Everyone to Take Action*

# *Skills and Competencies*

What are vendors looking for?



## *Domain Knowledge and Real World Experience*

Your biggest asset is the practical skills and knowledge of having worked in the “real world” environment of a vendor’s customers.

Customer focus and perspective.



## *Learning Capability*

One’s ability and interest in learning new things, new systems, new roles is invaluable. Being a product or application expert can be important, but knowing how to learn and apply what you already know to something new is even better.



## *Soft Skills and Culture Fit*

Broad soft skills- communication, problem solving, leadership are just as important as understanding HL7.

Are you a good fit with the company culture?

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*We found that taking a strength to an extreme is always detrimental to performance, but even a mild tendency to overdo it can be harmful.*

Robert E. Kaplan and Robert B. Kaiser

Stop Overdoing Your Strengths

Harvard Business Review. Feb2009, Vol. 87 Issue 2, p100-103

# *Challenges to Making the Switch*

- **The job search- expect it to be different**
  - Travel, often multiple out of state visits during the interview process.
  - Transparency with your employer may be required during the process.
  - Contractual considerations (Non-Solicitation Agreement) versus ethical ones.
- **Role and Fit**
  - Changing the setting in a similar role is easier than changing the role and the setting at the same time (i.e. Project Manager to Project Manager).
- **Clinical Professionals**
  - Recruitment of clinical professionals can be different, with vendors not using clinicians in all the same roles.
  - Additional new opportunities exist for clinicians, so be open to something new.

# *Roles- Sales and Beyond*

Clinicians have proven value in sales consulting or sales support roles, but there are many more roles and opportunities outside of sales:

- Project and implementation roles.
- Product expertise and SME roles within product teams.
- Business development and marketing.

# *Pros and Cons of Making the Switch*

Working in the technology vendor and services industry

## Pros



- Travel
- Flexible Hours and work locations
- Learning opportunities and new challenges
- Opportunity to meet other healthcare professionals
- Building vs Maintaining Systems
- Career path opportunities

## Cons



- Travel
- Odd hours and multiple time zones
- Potential loss of office environment and face-to-face connections
- Risk of losing clinical skills and clinical connections
- Challenging customers and projects





“

*Not the  
Dark Side..*

*But rather,*

*The other side.*

# Questions

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