



Ken Switched Industries and Now Is Helping Shape the Modern CRM Industry

Device Specialist Success Story

Ken Toth is a CRM Representative and Device Specialist for IronRod Health. Before landing a job at IronRod, Ken worked for several other companies, including Charles Schwab, one of the largest brokerage firms in the United States. In 2005, a friend of Ken's introduced Ken to the Cardiac Device industry that was going through tremendous growth. Ken saw the possibilities and took the risk to change careers entirely. Becoming a CRM Device Specialist was not easy. Ken says that "it was the hardest thing I've ever done because it's like learning a totally different language, a different way of doing things, and I had to learn quick."

Ken joined IronRod Health in April, 2019 and has enjoyed working closely with patients and cardiologists, Ken implements new technology, monitors implants, and interviews and trains new Device Specialists to educate them on the device industry.

Ken says the CRM industry is still going through significant changes today and that the model that's been in place for 15-20 years doesn't work as well now as it used to. Ken shares that "IronRod Health sees that the industry needs changes and we are the first to actually come in and implement the changes." What he likes most about IronRod is the leadership and the vision for success that all the employees hold. Ken says, "it's really refreshing that everybody takes ownership and it's easy to feel like you are a part of something. We are all like-minded in making our processes work."

Whether Ken is monitoring day-to-day alerts, evaluating patient data or summarizing comprehensive quarterly remote checks, he enjoys each step. Ken claims that "at IronRod, there's never a dull moment, and you're never doing the same mundane thing every day." Ken likes to tell those with similar backgrounds who may be considering working with IronRod Health that IronRod puts a lot of emphasis on the value that they can provide for each patient, doctor, and practice. Ken says, "IronRod provides a different way of doing things, and it's a better way of doing things."



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Ken Toth
Cardiac Device Specialist

If you are interested in pursuing a rewarding career with IronRod Health, check out our website at [IronRodHealth.com](https://www.IronRodHealth.com).