

Moving Payers from Apathy to Adoption

Using an Interesting Story to Avoid the Critical
Mistakes that Cause Payers to Pass and Ghost You

Matthew Tucker

- 20+ years in MedTech leadership
- Multinational companies like Baxter and Mylan as well as start-ups
- Currently consulting with VC groups and early-stage companies
- Chief Commercial Officer and board member at Nightware
- Created pitch decks for 15 companies
- Held roles that provide a unique perspective to storytelling needed to gain funding



Before we jump in...



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Today I'll reveal the **EXACT SYSTEM**





How to go from unclear, jargon-laden, snooze-fest presentations to payers to conversations that are complete, clear, compelling... And convert.



What MedTech leaders often hear from payers

“Too expensive.”



“We need more evidence this product is going to work.”





**“It’s not the
right time.”**

**“There’s not
enough demand.”**





**“We already have
a solution for this.”**



What they really mean...

"Too expensive."

They don't believe there's a problem to solve they should pay for.

"We need more evidence this product is going to work."

They don't believe your product can solve the problem – **or** – someone has a vested interest in another solution.

"It's not the right time."

They don't believe you will be around in a couple years and not going to invest time to adopt this.

"There's not enough demand."

You need more than one doctor who wants this for us to consider adopting it.

"We already have a solution for this."

Your product isn't different enough / added value.

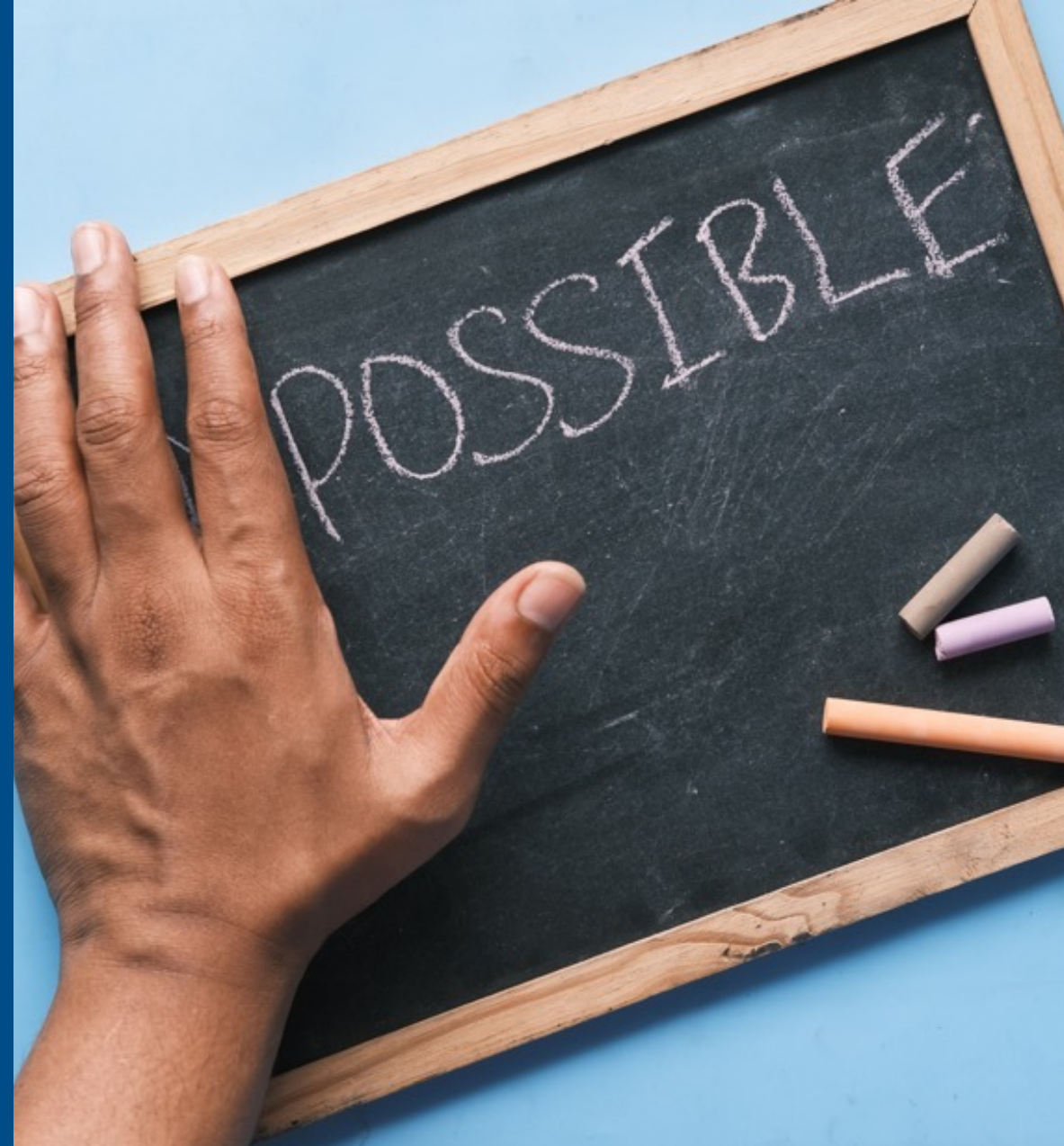
Top 5 mistakes

**Overly product focused
and not enough time**

**bringing the problem
to solve to life.**

Haven't developed clinical demand



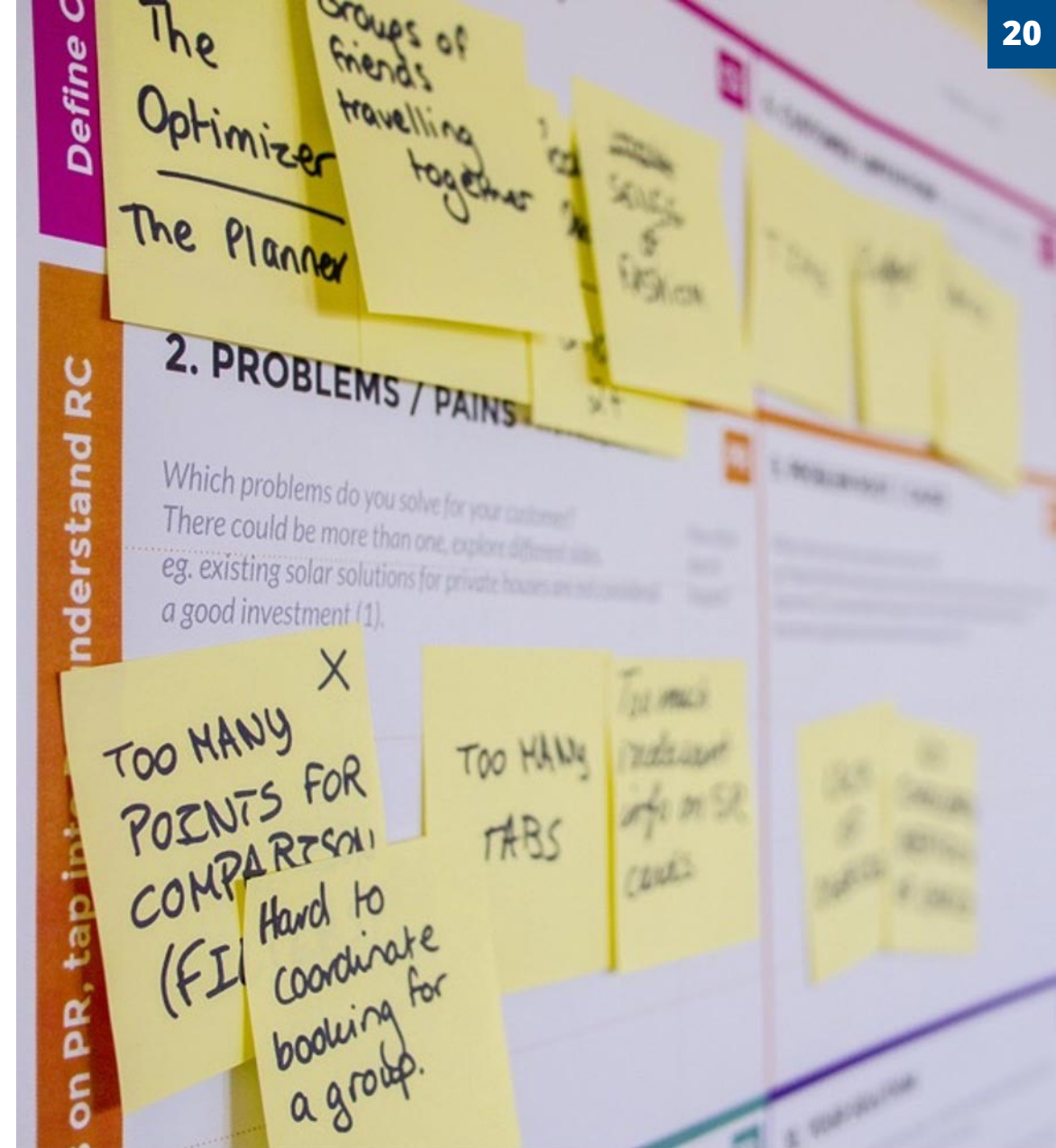


Overestimating how

- **Big**
- **Important**
- **Costly**
- **Troublesome**

the problem is for the payer

Uncontrolled adoption plan without success milestones





No economic impact analysis



You can FIX all of these

**(if you know the
secret recipe)**



The EXACT SYSTEM

9 clear steps to educate and excite payers

Problem

- 1 We have a problem...**
How to grab immediate attention without gimmicks
- 2 We're not OK with how it is today**
How to educate your audience on why we must act...fast
- 3 The community needs our help**
How to show the impact to the community of stakeholders...including them

Product

- 4 We have a solution**
How to describe your product without jargon or confusing them with science
- 5 We know it works**
How to convince your audience to believe it's real...and will work
- 6 How we'd implement**
Show that you can guide the customer through getting the most out of adopting your product.

Payoff

- 7 There's an impact when we get it right**
Demonstrate the impact of the positive change you can deliver
- 8 A potential offer**
Explain the acquisition model of your product and any compelling offer you're willing to make
- 9 Call to action and follow-ups**
Create a compelling call to action that can rally your customer to solving a big health care problem with you!

THE MEDTECH+MINDSET PERFECT PRESENTATION TO A PAYER

How to revitalize your approach to payers in less than 3 weeks without feeling overwhelmed, frustrated or stressed

Why busy Medtech Startup Founders struggle to get payer commitment



Too product focused



lack of clinical demand



overestimating the impact

Finally There's a Proven Solution



Who This Works For:



Medtech Startup



Commercial Officers

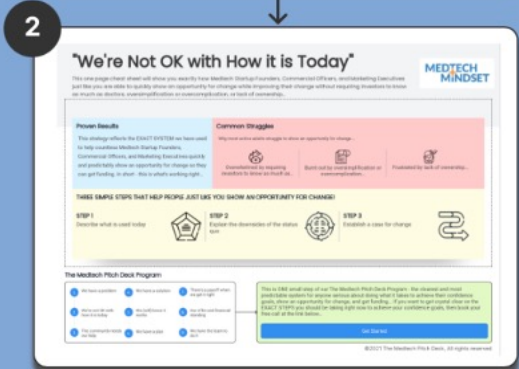
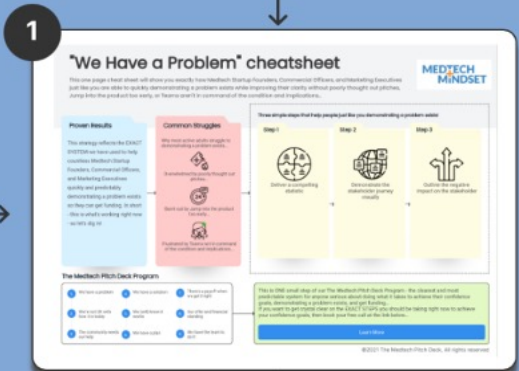


Marketing Executives

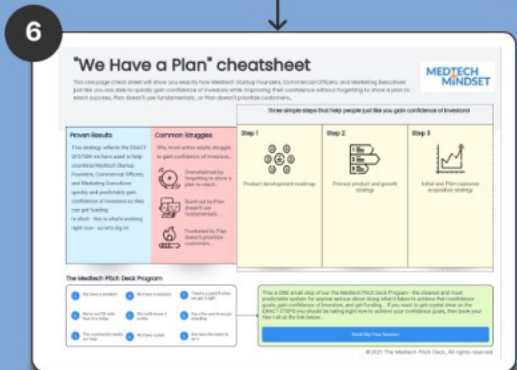
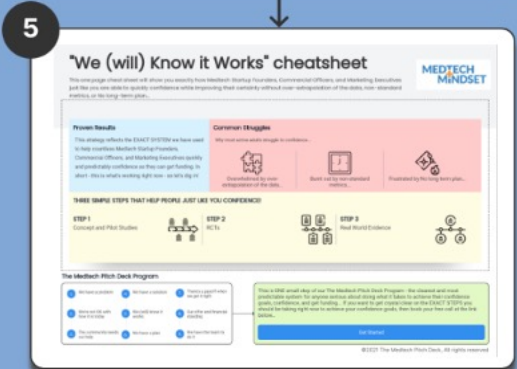
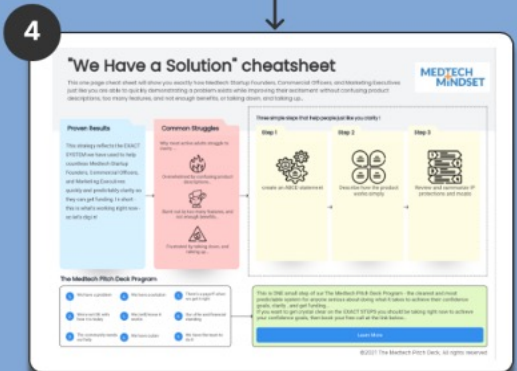
Ready to Get Started

[CLICK HERE TO LEARN MORE!](#)

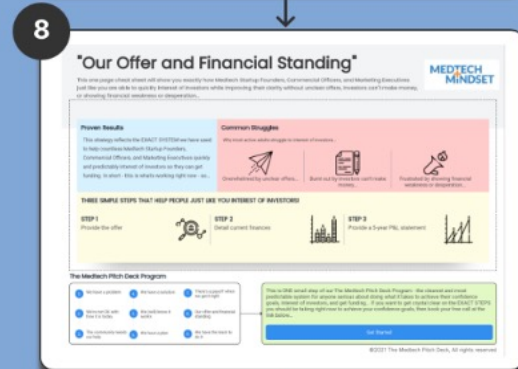
Problem



Product



Payoff



Imagine if...

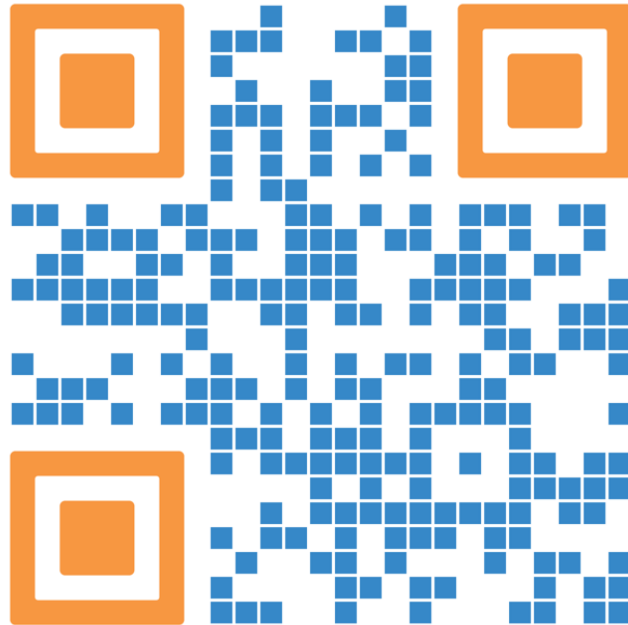
You had a comprehensive and confident story to tell, describing how you solve a big problem and impact patients.



And could partner
with a payer
to make so many
things better.



Want to learn more?



Thank You for Joining us Today!

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Resources



**Learn about Growth Marketing
for Medical Device Manufacturers**



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