



## How One Small MedTech Company Achieved Big Results in Record Time

When MedNova Technologies, a 40-person medical device startup, first launched its innovative monitoring system, the team faced the challenges every small medtech company knows too well:

- A groundbreaking product, but limited awareness in a crowded market.
- Tight resources, making every marketing and regulatory decision critical.
- Fierce competition from larger players with bigger budgets.

They knew that if they couldn't communicate the value of their technology clearly — to investors, clinicians, and potential partners — they'd risk squelching their growth before they even had an opportunity to take off.

### The Challenge

MedNova had developed a wearable patient monitoring device with unique AI-driven alerting capabilities. Early trials showed promise: the device reduced false alarms by 35% compared to standard systems, saving their attending clinicians valuable time and improving patient care.

But outside their initial pilot sites, almost no one knew who they were. The company's website was text-heavy and too technical for non-specialist decision-makers. Regulatory documentation existed, but there were no investor-ready materials to support funding rounds. Even the sales team admitted they didn't have a single, consistent way to explain the product's differentiators.

With only a small internal marketing function, they needed help — fast.

### The Solution

MedNova brought in our specialized medtech content support to turn their technical achievements into compelling narratives for multiple audiences. Together, we:

- 1. Refined the Core Story** – Boiled down complex AI and sensor technology into a clear, relatable explanation for clinicians, investors, and partners.
- 2. Created a Flagship White Paper** – Detailed clinical trial outcomes, device benefits, and market positioning in a format credible enough for peer sharing, yet readable enough for investors.
- 3. Developed Case-Based Sales Sheets** – Real-world usage examples showing the device in action, framed around patient safety, efficiency, and cost savings.
- 4. Revamped Web & Email Copy** – Shorter, more engaging language, with calls-to-action aimed at trials, demos, and funding conversations.

### The Results

Within six months, MedNova saw measurable impact:

- **Investor Engagement** – The flagship white paper helped secure \$3.5M in additional funding.
- **Clinician Adoption** – New sales materials contributed to a 40% increase in pilot site participation.



- **Brand Visibility** – Updated messaging and targeted email outreach doubled their inbound demo requests.
- **Regulatory Confidence** – The polished documentation supported a smooth CE Mark application process, completed ahead of schedule.

Perhaps most importantly, the leadership team now had a unified, repeatable way to describe their value proposition — one they could use in meetings, pitches, and conference presentations without hesitation.

### **Key Takeaways for Small MedTech Companies**

- **Clarity is as critical as innovation.** Even the most advanced device can be overlooked if its story isn't told well.
- **Every audience needs its own lens.** Clinicians, investors, and partners respond to different benefits — your materials should reflect that.
- **Credibility drives momentum.** Well-crafted case studies, white papers, and sales materials build trust that opens doors to funding, adoption, and partnerships.

Your company could be the next success story.

If your medtech innovation is ready for its next stage of growth — but your story isn't reaching the right people — now is the time to change that. Clear, strategic communication can accelerate adoption, win investor trust, and position you ahead of competitors, no matter your size.

*Let's talk about how MedTech Narratives can make your technology impossible to ignore.*

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