



**MedTech**  
Momentum



# Shaping the Future of Healthcare Marketing

Your Marketing Department



[medtechmomentum.com](https://medtechmomentum.com)



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# A WORD FROM THE FOUNDER

## WELCOME TO MEDTECH MOMENTUM

I am thrilled to share our journey with you. Over a decade ago, I embarked on a mission driven by a singular vision: to change the paradigm in healthcare marketing. MedTech Momentum was born out of this passion and a deep-seated belief in the transformative power of emotional branding in the MedTech industry.

In the past 10 years, our path has been one of continuous innovation, data collection, and unwavering dedication to our client's vision. We've navigated the evolving landscapes of technology and healthcare with more than 150 organizations, always with the goal of building strategic partnerships and delivering results. It's a journey that has been immensely rewarding and is just starting.



A handwritten signature in black ink, appearing to read 'Guillaume'.

**Guillaume Viallaneix**

Founder & President



## OUR ETHOS

We are more than a marketing agency; we are your strategic partners in growth. Our ethos is built on the foundation of understanding the intricate and dynamic nature of the Healthcare industry.

Our commitment is to not just meet, but exceed the unique needs of each client, leveraging our deep industry knowledge and creative expertise to craft marketing strategies that resonate and exceed expectations.



**A DECADE OF  
HEALTHCARE  
MARKETING  
SUCCESS**



**150+**

Clients



**15+**

Specialties



**3**

Continents

OEMs, Manufacturers, Providers, Distributors, Consultants, Digital Health, Biotech, Healthcare SaaS, Scientific Societies.

Orthopedics, Spine, Biologics, Cardiology, Neurology, Dermatology, Oncology, Ophthalmology, Pneumology, Urology, Psychiatry.


United States, Europe, Asia




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# OUR ESSENCE

## WE CARE

“MedTech Momentum crafts and executes marketing strategies designed to help MedTech Companies and Healthcare Providers achieve their growth objectives by leveraging the power of 60 years of medical industry experience.”



## UNIQUE VALUE PROPOSITION

MORE THAN AN AGENCY; AN ECOSYSTEM!



Industry  
Insiders

### 60+ Years of Collaborative Healthcare Experience

We leverage decades of experience from the MedTech industry and healthcare providers' perspectives, bridging the gap between medical innovation and patient care.



Marketing  
Experts

### Strategic Advisors and Tactical Experts

Our team of healthcare marketing experts combines smart strategy, skillful execution, and deep knowledge of digital trends, including AI.



Global  
Footprint

### Worldwide Clients And Network

We have a diverse portfolio of clients in the US and around the world, an extensive network of industry stakeholders, and a multilingual team equipped to connect across cultures.



The Medtech  
Digest

### Media Company

As the founding member of “The MedTech Digest,” we create and publish insightful industry news and impactful stories.



The Medtech  
Alliance

### Healthcare Industry Catalyst

As a founding member of “The MedTech Alliance,” we provide our clients with premier access to a collaborative network of industry leaders and innovators.





# OUR MISSION

## Drive Innovation

“Uniting technology and care, we craft pioneering marketing strategies that empower the healthcare community and drive innovations that enhance global health.”

# OUR CAPABILITIES

A FULL-SERVICE AGENCY



### Strategy

We develop marketing plans that are precisely aligned with our clients' scientific and business goals.



### Branding

We specialize in branding and rebranding for MedTech Companies and Healthcare Providers, accommodating organizations of all sizes.



### Messaging & Storytelling

We tailor stories and content marketing strategies to resonate with our clients' unique audiences.



### Websites & Seo

We create and maintain engaging websites that effectively communicate our client's story, products, and services, while also being finely tuned for SEO.



### Social Media & PR

We develop and manage our client's social media and PR strategies to maximize online reputation management, improve SEO, and boost awareness.



### Awareness & Lead Generation

We strategize and execute both inbound and outbound advertising campaigns designed to increase awareness and generate qualified leads.

## AI INTEGRATION

Our in-house AI specialists leverage artificial intelligence across all our services, enhancing agency-wide efficiency and offering a unique Healthcare AI expertise to help our clients swiftly and efficiently integrate AI into their operations.

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# OUR BUSINESS MODEL

## Subscription Model

Our all-inclusive subscription model is designed to comprehensively develop and execute our client's marketing strategy, utilizing our full range of services. We cover every essential aspect, from branding and digital marketing to advanced AI and SEO tactics.

Most importantly, we integrate seamlessly with our client's team, becoming an integral part of their organization. This partnership approach ensures that our strategies perfectly align with our client's goals, resulting in more effective campaigns and measurable outcomes.



## A-LA-CARTE Model

In our A-La-Carte model, clients can choose from a broad spectrum of project sizes. It ranges from smaller tasks, such as creating a brochure, designing a website, or drafting a press release, to larger-scale projects like M&A rebranding and repositioning strategies.

With our extensive industry experience and a dedicated team of 24 Healthcare Marketing experts, MedTech Momentum is ideally positioned to manage projects of any scale, guaranteeing timely and budget-conscious execution for each project.

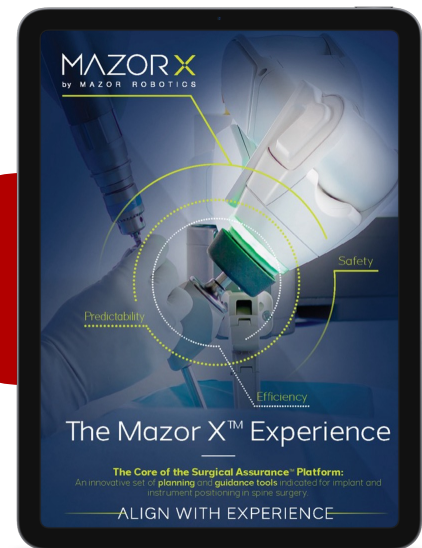




## Case-Study **MAZOR ROBOTICS**

**MedTech Momentum's collaboration with Mazor Robotics highlights the power of our Subscription Model.**

Engaged in 2015, we functioned seamlessly as an extension of their marketing department for the next 3 years.



Throughout this period, Mazor Robotics enjoyed continuous access to our wide-ranging marketing expertise, from brand development to digital marketing initiatives, including web development, SEO, and PPC advertising campaigns.

The partnership played a key role in boosting their market visibility and significantly enhancing engagement levels with their target audience. Our consistent and all-inclusive marketing efforts were instrumental in driving Mazor Robotics' remarkable growth, ultimately leading to their \$1.7 billion acquisition by Medtronic.

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# OUR TEAM

**At MedTech Momentum, we understand that a robust marketing strategy in the digital era transcends mere tactics; it's a comprehensive approach to doing business.**

This is why we have assembled a passionate, strategic, and creative team of 24 healthcare marketing professionals, supplemented by an elite “Advisory Board” made up of 4 renowned industry veterans. This symbiotic team is not just a group of experts; it's a comprehensive resource for all our clients.

The Advisory Board grants our clients access to an extensive pool of healthcare experience and knowledge, particularly in key areas like fundraising, strategic planning, regulatory affairs, and global expansion. Guiding our clients toward well-informed, strategic decisions that are key to growth and value creation is the essence of what MedTech Momentum stands for!



## WE SERVE



### Medtech Companies

Our deep insight into MedTech organizations is rooted in the extensive background of our founder and President, Guillaume Viallaneix, who brings decades of experience as a MedTech executive. His insider view gives MedTech Momentum a distinct edge, allowing the team to understand intimately the specific challenges and requirements of MedTech Companies and develop customized marketing strategies perfectly synchronized with our client's unique goals.



### Healthcare Providers

Leveraging the extensive experience of our Vice President of Healthcare Strategy, Lester Morales, MedTech Momentum stands as the ideal partner for Healthcare Providers seeking to leverage the power of marketing to achieve their goals. He guides the MedTech Momentum team in formulating impactful strategies that increase patient engagement, amplify online presence, and underscore the quality of care offered. Teaming up with MedTech Momentum means securing a dedicated partner focused on expanding Providers' influence and stature in the healthcare community.



**We Understand  
Your Products  
and Services!**



**We Speak  
Healthcare!**



**We Know Your  
Audience And  
Market Dynamics!**

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# OUR 9 CORE VALUES

Our values are more than words; they are actionable commitments shaping every aspect of the organization.

**01**

**Yes, Healthcare Marketing Saves Lives!**

**02**

**Driven by Passion, Curiosity and Discipline**

**03**

**Authenticity, Creativity & Craftmanship Are the Medtech Momentum Way**

**04**

**Each Problem is A Growth Opportunity**

**05**

**Out-of-the-box Solutions Are Expected**

**06**

**Exceeding Expectations is the Only Way**

**07**

**There is Never Too Much Communication**

**08**

**Enjoy and Celebrate Successes**

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**Be Yourself!**

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# WE BRIDGE THE GAP BETWEEN MEDICAL INNOVATION AND PATIENT CARE

## CONTACT US

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