



# HOW RX4 GROUP CAN HELP A MEDICAL TECHNOLOGY ORGANIZATION



The advances made in medical technology – such as miniaturized treatment and surgical procedures, state-of-the-art imaging techniques, intelligent implants, aids for lost functions or abilities, or enhanced means of communication to facilitate telemedicine, are revolutionizing the diagnosis and treatment of diseases and benefiting both patients and advanced research. However, extreme competitive pressure, heavily regulated markets, entrenched medical institutions and approaches and local conditions governing national health care systems can all conspire to make medical technology a risky business. Care therefore needs

to be taken on the business planning side of things to ensure that any medical innovation actually reduces the cost or improves the quality of care at an expense and time to market that is justifiable and sustainable.

In recent times, the RX4 Group and its sister companies in The Adaptive Healthcare Network have solved issues and challenges in this area such as the following:

- A medical technical venture is looking for greater customer reach over the next six months as a way to strengthen its capacity to seek expansion capital in six to nine months' time.
- A start-up medical device company needs to access additional capital, either debt or equity, in order to scale and grow the business.
- A technology company has a new therapy and needs assistance obtaining CPT codes for billing and also develop an interim strategy for roll-out before insurance is secured.
- A device manufacturer wants to develop a better process of sales force reporting for Sunshine Act compliance.
- An early stage med-tech company, growing rapidly, needs to bring about better collaboration/teamwork amongst its senior management group (and deal with some particular conflicts which have arisen).

Call us on **310.736.4965** to discuss your specific needs and for a **FREE consultation** or email us at **info@RX4Group.com**.

