



# The Winning Proposal



## Case Study Medical Technology start-up

DoctorLink is a new MedTech App designed to empower patients to take greater control of their health. This global market is in “take off” mode. We helped DoctorLink get properly airborne with a raft of focused business development and marketing services.

doctorlink

Medical algorithms are fundamentally changing healthcare. The NHS in England is presently sponsoring the introduction of such technologies and DoctorLink stands at the forefront of this healthcare transformation. We began helping DoctorLink at a crucial time - a time when it was imperative that the start-up secured vital early sales wins.

Working primarily with the Chief Commercial Strategy and Marketing Officer, we provided a range of business support services including:

- Developing sales proposals
- Refining the DoctorLink Value Proposition
- Creating the corporate sales presentation
- Developing “commissioner guides” (and other sales collateral)
- Assisting with strategic lobbying activities
- Business development



The sales proposals and presentations that they developed with us were outstanding.

The underlying messages were simple and crisp, appealing directly to our targeted audiences.

Their role in delivering key sales wins was absolutely invaluable.

*Mindy Daeschner, Chief Commercial Strategy and Marketing Officer, DoctorLink*



The Winning Proposal, Quantum, 10 Temple Back, Bristol, BS1 6FL, England, UK

+44 (0)117 230 1963

hello@thewinningproposal.com

thewinningproposal.com

