

PITCHING YOUR HEALTH-TECH STARTUP



With the global pandemic putting healthcare technology in the spotlight, media coverage is essential in building brand trust.



BUILD RELATIONSHIPS WITH HEALTHTECH MEDIA

To see results, you need to build relationships with the right people. Determine whom your target media outlets and key contacts are, then start interacting with them through social media or email.

PROACTIVE FUNDING ANNOUNCEMENTS

It is key to create a buzz for your funding announcement ahead of time. Connect with reporters at industry publications and major business and tech media outlets to get the news on their radar.



REAL-WORLD CUSTOMER EXPERIENCES

Earn trust by revealing how your product or service is helping improve the efficiency, safety, or outcome of patients and customers.

MAKE PRODUCT LAUNCHES A BIG DEAL

Be proactive with media outreach to spread word about your important product. Emphasize what differentiates your product from others on the market and highlight any real-world implications.



TAKE ADVANTAGE OF TRENDS

Now is a critical time for health tech startups to join the conversation. Figure out how your startup's product is relevant to a current trend and share your take in the media.

RUN A SURVEY

Want to take your media pitch to the next level? Send a survey to patients or end-users and collect data on the success rate of your product. Reporters will be more inclined to use it for an exclusive article.



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