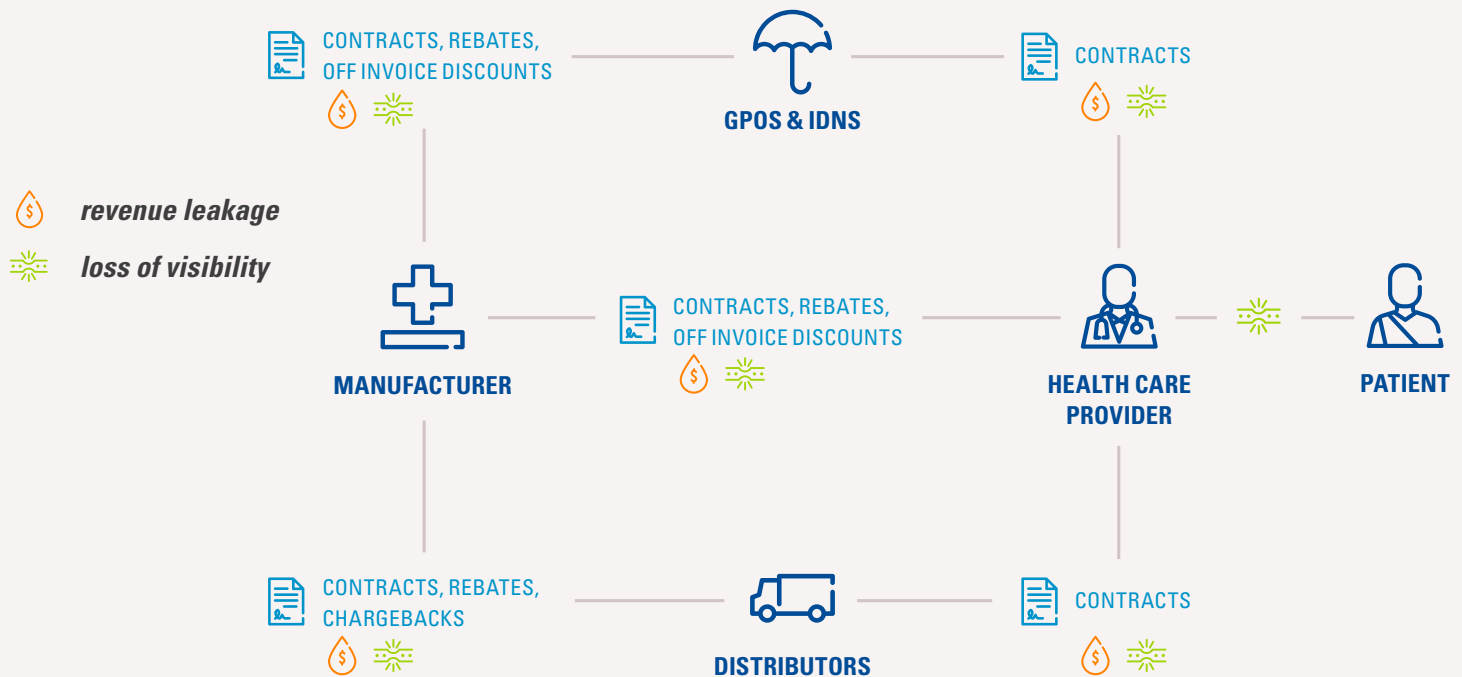


Simplified Representation of US Medtech Market Transaction Process

Model **N**

This illustration represents a simplistic view of the typical market transaction process in the US Medtech industry. Each organization follows its own unique process.

To discuss ways to improve revenue operations, you must first map out the anatomy of the transaction process and players unique to your organization and business, including areas where you are potentially experiencing “bleeders,” areas of revenue leakage, and “blockage,” loss of data visibility.



Stop bleeding revenue and clear data blockage **today.**

GET THE SIX STEP OPERATING GUIDE TO REVENUE EXECUTION FOR MEDTECH MANUFACTURERS