

 go global x  gart.



Selling HealthTech is not SaaS

A 90-day Go-To-Market playbook
for regulated markets



About



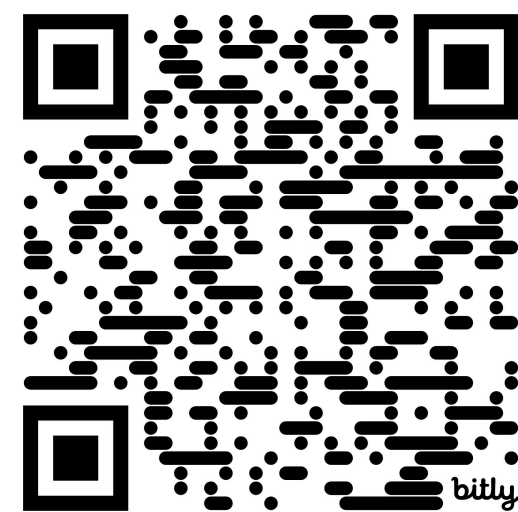
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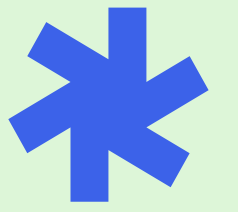
10 +years in marketing & bizdev

30+ companies scaled internationally

2+ years - actively sharing knowledge



What we'll cover



1. ICP Selection & Demand Validation

Hospitals, clinics, payers, medtech integrators – who to target first

2. Value Positioning Framework

Communicating clinical, operational, and economic value simultaneously

3. 90-Day KPIs That Actually Matter

Turning early technical trials into repeatable commercial momentum

4. Pilot → Evidence → Commercial Pipeline

Shortening cycles by working with compliance, not fighting it

5. Regulatory Constraints as a Feature

What to measure in the first 90 days – and what to ignore

6. GTM Failures to Avoid

Common mistakes in HealthTech launches and how to sidestep them.

Choosing your first ICP

Pick one beachhead segment — validate fast, then expand



Hospitals & Health Systems

Why first?

High deal value + strong evidence generation

What they need

Compliance, EHR integration, ROI proof

Entry signal

Digital transformation budget allocated



Clinics & GP Networks

Why first?

Faster pilots, flexible procurement cycles

What they need

Workflow fit, ease of use, cost reduction

Entry signal

Quality improvement initiatives active



Payers & Insurance

Why first?

Population-scale impact + outcomes data

What they need

Claims reduction, population health proof

Entry signal

Value-based care programme launched



MedTech Integrators

Why first?

Fastest GTM via established channels

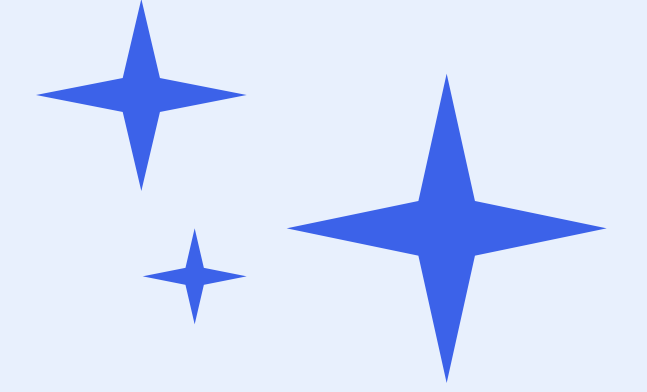
What they need

API quality, compliance certifications

Entry signal

Partnership or integration RFP received

The 3-value positioning framework



HealthTech buyers need all three — clinical, operational, and economic proof



Clinical Value

Does it improve outcomes?

- Improved diagnostic accuracy
- Reduction in adverse events
- Evidence-based treatment paths
- Clinical trial / real-world evidence

Key buyers

CMOs, Dept Heads, Clinical Staff

KPIs to cite

Patient outcomes, readmission rate



Operational Value

Does it improve workflows?

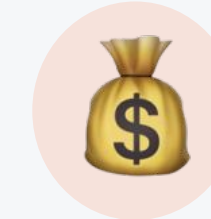
- Time saved per clinician per day
- Reduced administrative burden
- Faster patient throughput
- Interoperability with existing systems

Key buyers

COOs, Nurse Managers, IT Directors

KPIs to cite

FTE hours saved, throughput



Economic Value

Does it pay for itself?

- Cost per patient episode reduced
- Reimbursement code alignment
- Budget offset from efficiency gains
- ROI achievable within 12–18 months

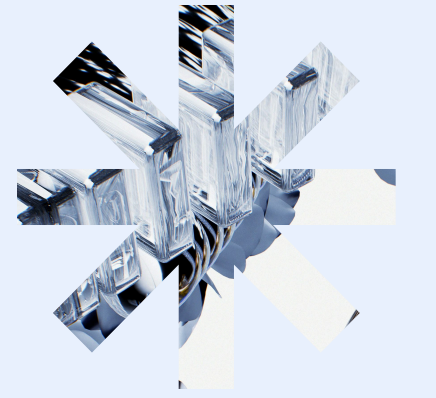
Key buyers

CFOs, Procurement, Payers

KPIs to cite

Cost per case, ROI, payback period

The 90 days roadmap



Turn a technical trial into repeatable commercial momentum in 90 days

Phase 1
Days 1–30

Make a pilot



Prove technical feasibility + generate early data

- Define 1 measurable clinical or operational outcome
- Deploy with 1 clinical champion in 1 department

Phase 2
Days 31–60

Package outcomes

Package outcomes into a repeatable sales asset

- Turn pilot data into a before/after case study
- Map outcomes to clinical, operational & economic value

Phase 3
Days 61–90

Commercial conversations

Leverage evidence to open commercial conversations

- Use evidence pack to open 3–5 warm introductions
- Start procurement / legal / compliance process early

KPIs that matter in the first 90 days



✗ Vanity metrics to skip: website traffic, press mentions, LinkedIn impressions, etc.

Days 1–30 · Pilot Phase

Pilot activation rate

Target: 1 live pilot in week 2

Goal: Speed to first real data

Clinical champion engaged

1 champion by day 10

Goal: Internal advocacy

Data capture quality

>80% of defined data points

Goal: Evidence base is buildable

Friction log completeness

Weekly log maintained

Goal: Positioning refined early

Days 31–60 · Evidence Phase

Outcome delta documented

Before/after measurable gap

Goal: Case study is viable

Stakeholder presentations

C-suite deck delivered

Goal: Procurement is starting

Champion NPS

Score >8 from pilot users

Goal: Reference customer viable

Evidence pack completed

Data + case + ROI mode

Goal: Sales asset ready

Days 61–90 · Pipeline Phase

Warm intros generated

3–5 via champion network

Goal: Referral pipeline open

Qualified opps created

2–3 in active pipeline

Goal: Revenue path visible

Procurement process started

1 formal process open

Goal: Deal timeline known

ICP validation score

Avg fit score >7/10

Goal: Targeting confirmed

Common GTM failures

These are the mistakes that kill pilots before they become pipeline

01 Copying SaaS Playbooks

PLG, freemium, and viral loops don't work in regulated, high-stakes procurement environments. Build for committees, not individuals.

Fix: Build a stakeholder map before writing a single line of outreach.

02 One-Stakeholder Selling

Your champion can't buy alone. If you haven't mapped all 6 decision roles — clinical, operational, IT, procurement, legal, finance — you'll get stalled.

Fix: Run parallel tracks across all decision roles from day one.

03 No Evidence Strategy

A pilot without a data collection plan is just a free trial. Without structured evidence, you can't replicate success or unlock budget.

Fix: Define your 'proof points' before the pilot starts, not after.

04 Fighting Procurement Rules

Trying to bypass compliance, legal, or procurement processes signals immaturity and kills trust with institutional buyers.

Fix: Have your regulatory documentation ready before any sales call.

05 Entering New Markets Cold

Crossing into a new European market without local regulatory context, reimbursement knowledge, or partner network is the #1 scale-up killer.

Fix: Map market-specific rules, payers, and partners in month one.

06 Wrong Success Metrics

Measuring MQL, website traffic, or demos booked in the first 90 days leads to activity without momentum. GTM ≠ marketing.

Fix: Track pilot activation, champion NPS, and qualified opps only.

SaaS vs HealthTech

Traditional SaaS

→ Short sales cycles — days or weeks

→ Self-serve or product-led growth

→ Single buyer, single decision

→ Freemium → conversion funnels

→ Viral loops and referrals

→ Fast push-to-production cycles

VS

HealthTech Reality

◆ 6–18 month procurement cycles

◆ Multi-stakeholder committee sign-off

◆ Clinical + operational + economic ROI

◆ Evidence-based committee-led buying

◆ Compliance & data governance first

◆ Pilot → proof → procurement path



Useful Resources

Ask for our GTM Toolkit

Task	Status	Category
What is your end game? Start with WHY	Done	Foundations & Strategy
Basics of your Go-to-Market Strategy	Done	Foundations & Strategy
SWOT analysis	Done	Foundations & Strategy
"What makes them awake at night?" - define a real problem of your ideal customer	In progress	Foundations & Strategy
Business Model Canvas (BMC)	To-do	Foundations & Strategy
Value Proposition Canvas 1.0 (1)	To-do	Foundations & Strategy
Have a decent-looking LinkedIn profile (optimized for trust-building and lead generation)	To-do	Foundations & Strategy
Have some place to start collecting emails as soon as possible	To-do	Foundations & Strategy
Secure your domain names & social media profiles	To-do	Foundations & Strategy
Create a 90-Day GTM Plan	To-do	Foundations & Strategy
Implement analytics and advertising pixels to your v01 page ASAP, even when you build a waitlist	To-do	Foundations & Strategy
Nurture the "Is it mission-critical?" mindset	To-do	Foundations & Strategy
Find Your First Winning Market	Done	Research & Insights
Needs & Pain Points	In progress	Research & Insights

Foundations & Strategy

Research & Insights

Customer Validation

Product Kickoff

Pricing and Business Model

Positioning and Messaging

GTM Communications

GTM System

Marketing

Sales

Let's connect?



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