RevRx AI Consulting

MEDTECH FIELD GUIDE

MedTech Revenue Friction Field Guide

Find and fix the delays between first contact and repeat orders

For MedTech CEOs, commercial leaders, and sales and marketing teams.

Find and qualify · Get on the shelf · First case · Adoption · Retention and growth

What revenue friction is

Revenue friction is the small delays and dropped handoffs that add up to lost revenue.

Many small delays across approval, initial use, staff training and retention can compound into major revenue loss.

There are two kinds

CONTROLLABLE

Your process, people and follow-up.

How fast you respond, how cleanly work passes between teams, and how well you follow through.

EXTERNAL

Committee timing, payer changes.

Real delays, but outside your direct control. Plan around them.

This guide works on the controllable kind.

How to use this guide

1

Map

Lay out your revenue path from first contact to repeat orders.

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2

Find

Spot the warning signs and ask why the deal stalled.

PAGE 4

3

Fix

Match each cause to a fix and give it one owner.

PAGE 5

4

Track

Run a 30-day check, then review one measure per stage each week.

PAGES 6 AND 7

The revenue path

Five stages from first contact to repeat orders, with what "done" looks like at each one.

1	**Find and qualify**	DONE LOOKS LIKE A real buyer and a next step.
2	**Get on the shelf**	DONE LOOKS LIKE Value analysis approval and a contract in place.
3	**First case**	DONE LOOKS LIKE The device is used, and the staff is ready.
4	**Adoption**	DONE LOOKS LIKE More physicians using it again and again.
5	**Retention and growth**	DONE LOOKS LIKE Reorders, more sites, renewals.

Map your own deals on this path. Mark where each open deal sits today and how long it has been there.

Friction signs by stage

When you see a warning sign, ask the root-cause question before you pick a fix. Then name the owner.

STAGE	WARNING SIGNS	ROOT-CAUSE QUESTION	WHO OWNS IT
1 **Find and qualify**	• Meetings end with no next step. • Leads wait days for a reply.	Is this a real buyer with a real need and a date?	Sales rep plus sales leader
2 **Get on the shelf**	• Value analysis request has no meeting date. • Contract sits in review.	Do we know who decides, what they need and when the committee meets?	Account lead plus contracting
3 **First case**	• "Approved but no cases in [time]."	Can they buy it, use it, and will they use it?	Account lead plus clinical support
4 **Adoption**	• One physician uses it. Others don't. • Case volume stays flat after the first few cases.	What stops the next physician from trying it?	Account lead plus clinical support
5 **Retention and growth**	• Reorders slow down or skip a cycle. • No new sites or users at renewal time.	Does the account still see the value, and who there says so?	Account lead plus national accounts

Tip: Use this table in your weekly deal review. One sign, one question, one owner.

Fixes that work

The five most common causes of revenue friction, each with one fix.

1	**Slow response**	Set a response time for every lead and customer request. Measure it every week.
2	**Broken handoffs**	Write down each handoff: who passes what to whom, and by when. Use the same checklist on every account.
3	**Training gaps**	Train the whole care team before the first case. Check skills again after the early cases.
4	**Missing data**	Pick one measure per stage and keep it in one place. Review it on the same day each week.
5	**No clear owner**	Give every open item one named owner, a trigger and a deadline.

THE ADOPTION FIX

The Adoption Framework

Four steps to move from one approved account to repeat use.

1

Pick the right doctor and patient

Start where the first case is most likely to go well.

2

Own the case start to finish

Prep and train the team before. Debrief and book the next case the same day.

3

Prove it to every stakeholder

Share outcomes with physicians, nursing, supply chain, finance and value analysis.

4

Go wide

Peer to peer, the next doctor, the department, then sister hospitals.

Your 30-day friction check

One focus per week. Check each box when the week is done.

WEEK 1

Map your path with real deal data.

- Pull recent won, lost and stalled deals.
- Note the date each deal entered and left each stage.

WEEK 2

Pick the top 3 delays you control.

- Find the stages where deals wait the longest.
- Set aside external delays like committee timing.

WEEK 3

Give each one an owner, a trigger and a deadline.

- The trigger is the event that starts the action.
- Write it down where the whole team can see it.

WEEK 4

Start a weekly review.

- Use the tracker on the next page.
- Cover what moved, what stalled and who acts next.

At day 30 you have: a mapped revenue path, your top 3 controllable delays, a named owner for each, and a weekly review on the calendar.

Weekly tracker

One measure per stage. Fill it in each week and compare to last week.

Week of _____ Completed by _____

STAGE AND MEASURE	THIS WEEK	LAST WEEK	OWNER
1 FIND AND QUALIFY Time from lead to first meeting			
2 GET ON THE SHELF Approval cycle time			
3 FIRST CASE Days from approval to first case			
4 ADOPTION Repeat physicians per account			
5 RETENTION AND GROWTH Reorder trend			

NOTES AND NEXT ACTIONS

Set targets from your own data.

07 | NEXT STEP

See where your friction is.

Start with the scorecard, or talk it through with us.

STEP 1

Take the Revenue Friction Scorecard

Answer 5 questions and see where friction is slowing your revenue path.

Take the scorecard

revrxai.com/medtech-tools

STEP 2

Book a discovery call

A 30-minute call to walk through your revenue path and your top delays.

Book a discovery call

api.revrxai.com/widget/bookings/30-minute-meeting-with-terryrovrku

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