

Protecting Your Launch From the Gaps You Don't See

A 6-week payer readiness audit for founders bringing devices, diagnostics, digital therapeutics, and AI-enabled clinical tools to market.

The Problem

Most founders assume that strong clinical evidence means payers will cover their product. **That's not how it works.** Your endpoints may clear regulatory hurdles but miss what commercial and government payers actually require to say yes. By the time you find out, you're looking at a 12 to 24 month setback..

- You're designing a pivotal study and no one on your team can confirm the endpoints will get you paid
- Investors keep asking about your reimbursement strategy and you don't have a confident answer
- You're 12–18 months from launch and haven't pressure-tested your evidence against payer requirements
- You've built the science, but market access planning hasn't kept pace

Evidence Accelerator™

A 6-week payer readiness audit that gives you a clear picture of where your evidence stands, what's missing, and the specific steps to address it, before your next milestone. Built for founders and CEOs bringing any health technology to market.

WEEKS 1–2

Evidence Review

Assess your clinical data and strategy against what payers actually require

WEEKS 3–4

Gap Analysis

Quantify strengths, gaps, and coverage risks with a scored assessment

WEEKS 5–6

Action Plan

Evidence Snapshot, Risk Map, and 12 to 18 month roadmap with owners

Protecting Your Launch

Evidence Accelerator™

What You Walk Away With



3 Deliverables

- ✓ **Evidence Snapshot:** where you stand with payers today
- ✓ **Risk Map:** scored coverage risks by payer type
- ✓ **Action Roadmap:** sequenced plan with owners and timelines



Board-Ready Confidence

- ✓ Present reimbursement strategy to investors with data, not hope
- ✓ Align your team on prioritized actions tied to your development timeline
- ✓ Eliminate coverage surprises before they become launch delays

MEDNAVIGATE

Dr. Hedlund, PhD, MBA

30 years across biotech, devices, diagnostics, and health systems. Founded MedNavigate to close the gap between clinical development and payer expectations, before that gap costs you the launch.



Coverage gaps are fixable early. Find yours in 30 minutes.



Book a discovery call!



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