

MEDSIDER



VOLUME I

MEDSIDER MENTORS



LEARN FROM THE
FOUNDERS AND CEOs OF
HEALTHQUEST CAPITAL,
IONIQ SCIENCES,
EYEVENSYS, & MORE



SCOTT NELSON

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Introduction

As someone who is fascinated by medical and health technology, it's been a pleasure speaking to so many people who are making a real, tangible impact. They care deeply about the work they're doing and the patients they're helping.

For this inaugural volume of Medsider Mentors — the first of many — I've chosen to highlight seven of the guests I've had the privilege of interviewing for the Medsider podcast.

I've compiled the best advice and insights from these conversations, although if you haven't listened or read them in their entirety, I can promise there is a lot more that I couldn't include here.

Here's a teaser of what to expect in Medsider Mentors, Volume I:



Garheng Kong on Pitching Your Medtech Startup

Managing partner of private asset firm HealthQuest Capital, Garheng Kong has a long history of healthcare investing. He outlines what startup leaders need to show potential investors in their pitches — and the pitfalls to avoid. (Hint: Do not copy and paste that introductory letter.)



Nic Anderson on Getting in with Insurers

If you've been spending your marketing budget schmoozing hospital administrators, stop right now. Healthcare economist Nic Anderson explains why the very first party you need to impress are the insurers — and how to write a dossier that will get you in their good graces.



Bart Bandy on Building the Right Hype

As COO of Inamed, Bart Bandy gained first-hand experience of what's needed to take a medical startup from idea to acquisition — and he's doing it all again as CEO of ReShape Lifesciences. Bart explains how to build a presentation that will sell potential investors or new hires on your company, even if you're not in the room.



Patricia Zilliox on What You Need to Know About Clinical Trials

Patricia Zilliox spent three decades managing clinical development programs for eyecare giant Alcon, and is now CEO of Eyeevensys, a startup developing new treatments for age-related macular degeneration (AMD). Patricia shares her invaluable insights into one of the most daunting challenges of operating a healthcare startup: planning clinical trials. Plus, the gory details of fundraising.



Steve Anderson on Attracting Startup Advisors

Having started his career at Medtronic, one of the giants of medtech, Steve Anderson went on to hold leadership positions at multiple large organizations. In 2011, inspired by a genuine eureka moment, he co-founded Preceptis Medical, creating pioneering pediatric ear surgery technology. Steve explains why it's so important to find advisors who have been there, done that, and the scars to prove it.



Peter Vranes on Winning Publicity

After a successful exit from skincare company Biocore Technologies in 2013, Peter Vranes went on to co-found Nutromics, makers of innovative wearable medtech. He explains why publicity isn't a dirty word: Getting people speaking about your company generates interest and sparks conversations with potential investors.



Jared Bauer on Avoiding Obstacles

Jared Bauer is CEO of IONIQ Sciences, working on a device for early detection of lung cancer. He's also the medtech startup whisperer, having guided multiple struggling startups out of the woods and down the road to success. He shares the two obstacles that can grind a startup to a halt — and why he's always looking at least five years ahead.

As you probably know, I spend most of my professional time leading a team at FastWave Medical and advising other Big Sky Biomedical portfolio companies. These conversations have been eye-opening and helpful for me, and I hope for you too. I appreciate your support of Medsider, whether you've been with us since the start or are just now discovering all the wisdom our guests have to offer.

Enjoy reading these stories, and as always, let us know who you'd like to hear from in the next edition of Medsider Mentors.

Best wishes,

A handwritten signature in black ink that reads "Scott Nelson". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

Founder of Medsider

Founding Partner and Managing Director of Big Sky Biomedical

Co-Founder and CEO of FastWave Medical

About the Author

A self-described medtech and healthtech enthusiast, Scott is a Founding Partner and Managing Director of Big Sky Biomedical, a medical technology incubator focused on designing and developing novel interventional therapies. He currently serves as President and CEO of FastWave Medical, a spin-out company founded by Big Sky Biomedical partners, which successfully closed on an investment plus milestone-based acquisition agreement within 6 months of the company's inception.

Scott is also a Co-Founder and Advisor to Crossfire Medical, a Big Sky Biomedical portfolio company, which has garnered its own share of attention and is focused on the chronic venous insufficiency arena.

He founded Medsider in 2010 with one simple goal: help ambitious doers learn from experienced medtech and healthtech thought leaders. Scott's work with Medsider has been featured in publications like Forbes, Mass Device, MedCity News, and MD +DI.

Scott is also a Co-Founder of Joovv, and since launching their first device in February of 2016, Joovv systems are now used in salons & spas around the world and are trusted by pro sports teams, Olympians, and world-class trainers.

He has participated in highly-popular podcasts with Dave Asprey, Skinny Confidential, Ben Greenfield, Aubrey Marcus, and many others. He's also been featured in media outlets like the New York Times, ESPN, and Men's Journal. In addition, Scott serves as an advisor to the several other health & wellness brands and is a contributor to Forbes and Mass Device. Learn more at [**scottnelsonlive.com**](http://scottnelsonlive.com).

About Medsider

The chief aim of Medsider is to help ambitious doers learn from proven medical device and health technology experts. These experienced thought leaders will show you how to:

- Improve your commercialization plans.
- Enhance your regulatory submissions.
- Strengthen your reimbursement strategies.
- Streamline your R&D efforts.
- Raise capital for your startup.
- Advance your network and career.
- And much, more more!

On a monthly basis, tens of thousands of people consume Medsider podcasts and articles. Folks just like you — men & women, CEOs & entrepreneurs, leaders & teammates, and many others who are interested in ensuring their success within the broader healthcare ecosystem. Learn more at [**medsider.com**](https://medsider.com).



“Help people understand exactly what they're trying to find out from you, because remember, they're giving you 15 minutes: You'd better make the best use of it.”

– **Bart Bandy**, CEO of ReShape Lifesciences

“You can have the best science, the best data, the best team...But at the end of the day, if you don't know who you have in front of you, why they would invest in you, and why they would not...You don't know the rules of the game. You're in the dark, and it's very frustrating.”

– **Patricia Zilliox**, CEO of Eyevenus

“You can get through governance problems, regulatory issues, and quality issues. But if it's not novel; if you can't get IP around it; if there's no market; if you're only making incremental improvements, your likelihood of success is pretty low.”

– **Jared Bauer**, CEO of IONIQ Sciences

