

Fractional Sales and Marketing Services for Healthtech Startups

Healthtech startups often build breakthrough solutions, but selling into health systems is harder than building the product itself. Whether you are starting fresh, realigning for growth, or co-driving alongside an existing team, we install a proven system that makes ARR predictable.

Challenges We Solve

- Founders chase the wrong stakeholders inside complex health systems
- Messaging emphasizes product features instead of executive outcomes
- A single commercialization motion where campaigns fuel deals and deals inform campaigns.
- Deals stall, forecasts lack confidence, and revenue feels unpredictable

Proven Outcomes

Shorter sales cycles with fewer dead ends

Messaging that builds executive trust and credibility

A single commercialization motion where campaigns fuel deals and deals inform campaign

ARR growth investors recognize as repeatable

Scale without overspending on full-time leadership hires

How ARRive Helps

We bring decades of health system commercialization experience to every engagement. That means we know which stakeholders actually control buying decisions, what messaging earns executive attention, and how to build the operating cadence that turns pipeline activity into closed revenue. Our work spans strategic advisory, system build, and embedded leadership. We match the depth to what your growth actually requires.

The ARRive Difference

ARRive works with founders and leadership teams at different depths depending on stage, complexity, and growth goals. **Here are three ways we plug in:**

Strategic Advisory

Executive-level guidance for founders navigating early scale or inflection points. We act as a trusted thought partner who helps pressure-test commercial strategy, align ICP and buyers, and anticipate commercialization pitfalls before they cost you time or runway.

Strategic System Build

Hands-on design and installation of the commercial systems required for repeatable growth. We build go-to-market architecture, messaging, pipeline structure, and operating cadence that turn demand into pipeline and revenue you can forecast.

Fractional Leadership

Embedded executive leadership when execution, alignment, and accountability matter most. We operate as part of your leadership team. We own alignment between sales and marketing, pipeline discipline, deal strategy, and how your commercial performance shows up in front of investors



The Healthtech ARR Flywheel™

The Healthtech ARR Flywheel™ is the operating system behind everything we do. It connects eight critical components across sales and marketing into a single engine where every action compounds into the next.

Eight critical components healthtech startups need:

Fractional Sales Services

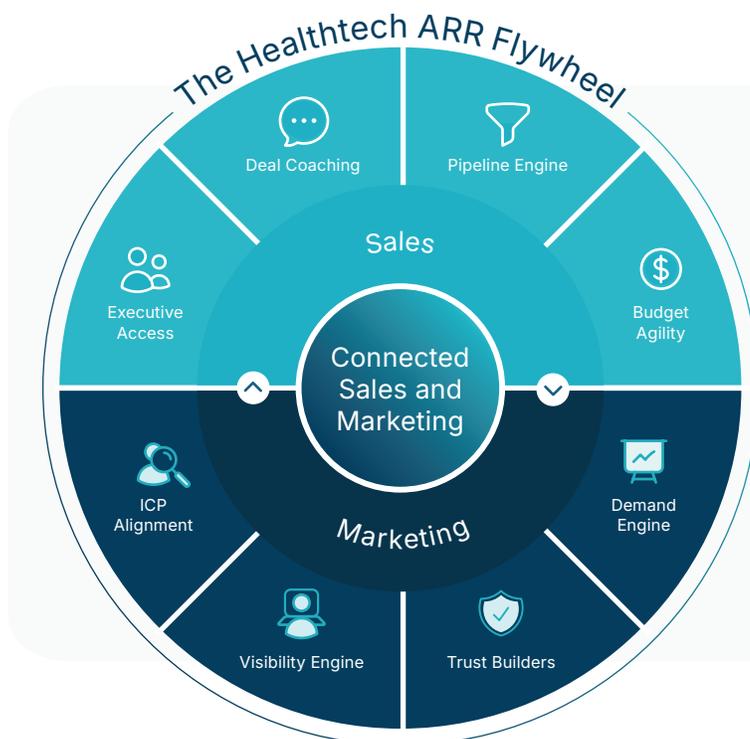
Hands-on, executive-level guidance to accelerate revenue growth inside complex health systems:

- 1 Executive Access**
Outreach and messaging tailored to C-Suite and other executive change drivers
- 2 Deal Coaching**
Strategic coaching and support at every stage
- 3 Pipeline Engine**
Tailored pipeline creation, CRM setup, and sales enablement tools
- 4 Budget Agility**
Reduced reliance on traditional budget cycles

Fractional Marketing Services

Strategic marketing that fuels momentum and turns campaigns into pipeline:

- 1 ICP Alignment**
Brand positioning and messaging tailored to your ideal customer profile
- 2 Visibility Engine**
Conversion-optimized websites and SEO, SEM, and AEO strategies that attract and convert
- 3 Trust Builders**
Content, events, and AR/PR programs that build credibility and accelerate decisions
- 4 Demand Engine**
Always-on organic and paid programs designed to scale pipeline growth



Stop Waiting. Start Closing.

Your path to adoption and your next funding milestone depends on showing repeatable revenue traction. ARRive builds the system and strategy that turns your innovation into measurable ARR growth.

Start your growth journey at arrivegrowthpartners.com