

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. ARRive Growth Partners provides fractional sales and marketing services that turn random wins into predictable ARR growth.

Challenges Healthtech Startups Face

- Navigating change-drivers inside health systems is a maze and founders waste months chasing the wrong stakeholders.
- Messaging often sounds like product features instead of business outcomes so executives do not see the value.
- Sales and marketing rarely reinforce each other which leaves campaigns disconnected from deals.
- Revenue feels random with a few wins, too many stalled deals, and no repeatable motion.

How ARRive Helps

- We bring decades of health system sales experience and proven outreach processes to help startups identify the right change-drivers faster and focus on advancing real opportunities.
- Through Fractional Marketing Services, we create messaging frameworks that translate product features into outcomes executives care about, including financial, operational, clinical, or patient experience.
- We align sales and marketing into one coordinated motion so campaigns fuel pipeline, sales activity triggers content, and every effort compounds.
- We turn founder-led hustle into a repeatable process where each campaign, meeting, and deal strengthens the next, producing measurable revenue traction investors recognize as real growth.

Benefits for Founders

Shorter sales cycles and fewer dead ends

Messaging that builds executive trust and credibility

Campaigns and deals working together, not in silos

Repeatable ARR growth that builds confidence with investors

Scale without overspending on full-time leadership hires

The ARRive Difference

With decades of healthtech sales and marketing leadership, ARRive knows what resonates with executives and what undermines credibility. Our proprietary ARR Flywheel methodology ensures every marketing touchpoint compounds into measurable traction, aligning marketing execution tightly with sales momentum.

Stop losing ground with ineffective campaigns. Start building credibility that accelerates adoption and growth.

Start your growth journey at www.arrivegrowthpartners.com



The Healthtech ARR Flywheel

Most founders chase growth deal by deal. The Healthtech ARR Flywheel replaces that chaos with a system where every action builds momentum. It's a proven way to unite sales and marketing into a single motion where strategy turns into execution and every campaign, meeting, and deal compounds into ARR growth you can count on.

Our Flywheel brings together the eight critical components healthtech startups need:

Fractional Sales Services

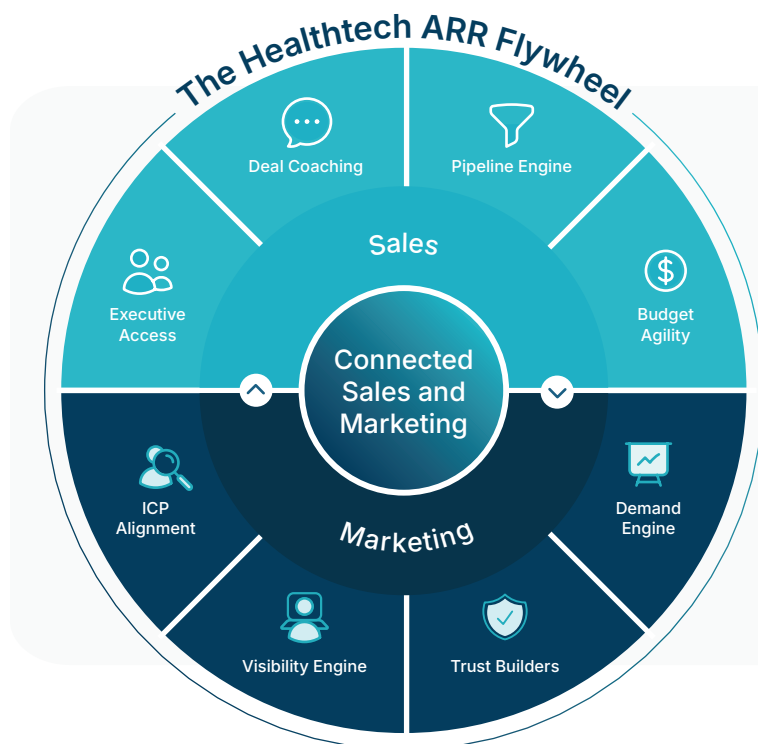
Hands-on guidance to accelerate revenue growth inside complex health systems:

- 1 Executive Access**
Outreach and messaging tailored to C-suite decision-makers
- 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 GEO 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.