

Before you invest more time, money, or resources, do a Reality Check.™

Stop guessing. Start growing.

Healthcare is moving fast—you need to pivot faster.

Successful companies average two to three major pivots before they hit their stride, and the ones who survive listen to what the market is telling them and act on it.

Reality Check™ is a facilitated, immersive strategy session with a panel of hand-picked market leaders from the nation's top health systems and solution companies—the people who actually sit in the buyer's seat. They pressure-test your value proposition and go-to-market strategy, provide real-time feedback on your most critical questions, and deliver a comprehensive Executive Buyer Assessment. The goal is simple but decisive: de-risk your next move, sharpen your path to revenue, and give you the conviction to invest where the market will reward you—and the clarity to walk away from where it won't.

75%

of successful startups pivoted before they won

43%

fail from poor product-market fit—the #1 cause

22_{mo}

median runway from last raise to shutdown

CASE STUDY · VIRTUAL CARE



Shifting stalled sales to pipeline growth.

A market-leading virtual care company had strong technology but kept losing RFPs and sales were declining. In a market filled with AI, its legacy story grew stale with buyers. Pivot evaluated the company's messaging and development roadmap, then redesigned a more compelling market approach. The client rebalanced its value proposition, created a responsive AI strategy, and retrained sales to lead with enterprise value, not features.

THE OUTCOME

Increased retention of current accounts, a growing pipeline of new logos, and a competitive needs-based value proposition for enterprise-level sales.

What you'll walk away with

VALIDATE · REFINE · ACCELERATE

- ✓ **Honest executive feedback** from leaders who have sat in the buyer's seat
- ✓ A sharper **value proposition and clearer ROI** for buyers and influencers
- ✓ Validation that your **strategy, product, and message** resonate with decision-makers
- ✓ Insight into **how executives evaluate, fund, and adopt** your solution
- ✓ Identification of critical **blind spots, risks, and unintended consequences**
- ✓ **Real-world perspective** on what works—and what fails—in healthcare
- ✓ Practical moves to strengthen **growth, commercialization, and market entry**
- ✓ Clear priorities and **actionable next steps** to move forward with confidence

WHO IS PIVOT

Pivot Health Advisors is a leadership collective of nationally recognized health system executives, health-tech innovators, and industry experts—the people who've led hospitals, built and scaled healthcare companies, and sat in the buyer's seat you're trying to win.

25+
SENIOR
ADVISORS

Sitting and former CEOs, CIOs, CMIOs, CFOs, CNOs, strategy executives, digital health leaders, and innovation executives from the **American Hospital Association, Baptist Health, Beacon Health, e-Visit, Geisinger, John Muir Health, Mayo Clinic, Pangea Labs, Providence, Teladoc Health, Trinity Health, Wellstar**, and more.

THE PIVOT REALITY CHECK™ PROCESS

Applied wisdom to accelerate growth.

1



2



3



4

Define the challenge

A brief discovery session to pinpoint your objectives, key questions, and the feedback you need—tailored to your goals.

Assemble the experts

We recruit a custom panel of healthcare leaders—CEOs, CFOs, CIOs, CNOs, clinical, digital, and AI executives—matched to your challenge.

Run the Reality Check™

A facilitated 3–4 hour working session where you present and receive unfiltered, real-world executive evaluation.

Receive your roadmap

Live strategic insight plus a comprehensive Executive Buyer Assessment—a clear, defensible roadmap to accelerate growth.

One Session that will reshape your entire growth trajectory.

THE ENGAGEMENT

\$25,000* / session

All-inclusive. No long-term commitment.

*Investment varies based on the number of advisors selected.

- ✓ **A panel of 6–8 senior healthcare advisors**, hand-selected for your market
- ✓ **A facilitated 3–4 hour working session**, with full pre-session preparation and briefing
- ✓ **A comprehensive Executive Buyer Assessment** to share with your team

YOUR NEXT MOVE

Let's schedule your Reality Check™

Book your session →