

# Signal Over Noise



## DECISION GRADE MEDTECH INTELLIGENCE

MedTex Intelligence separates clinical and commercial signal from market noise so investors, operators, and medtech companies can make better decisions in complex device markets.

Truth | Accuracy | Discretion | Decision relevance

### WHAT IT MEANS

The signal is the insight that changes a decision. The noise is everything that obscures it.

*Not more data. Better interpretation.*

#### What we surface

- Evidence quality that can support adoption
- Clinical workflow fit and adoption friction
- Reimbursement, economics, and commercial durability
- Stakeholder behavior and decision influence
- KOL relevance, access, and credibility

#### What we filter

- Broad market claims without adoption logic
- Polished decks that mask evidence gaps
- Anecdotal enthusiasm from narrow user groups
- Publication volume without decision relevance
- Untargeted expert input and category hype

### APPLIED TO DECISIONS

MedTex translates signal into decision ready work across four core use cases.

#### Investor diligence

Pressure test clinical and commercial assumptions before capital is deployed.

#### Medtech market intelligence

Map device categories, workflows, evidence requirements, competition, and adoption barriers.

#### Evidence strategy

Define endpoints, study design considerations, and clinical positioning needed for credibility.

#### KOL strategy and education

Identify relevant leaders, structure advisory boards, and translate insight into action.