



Medilevel

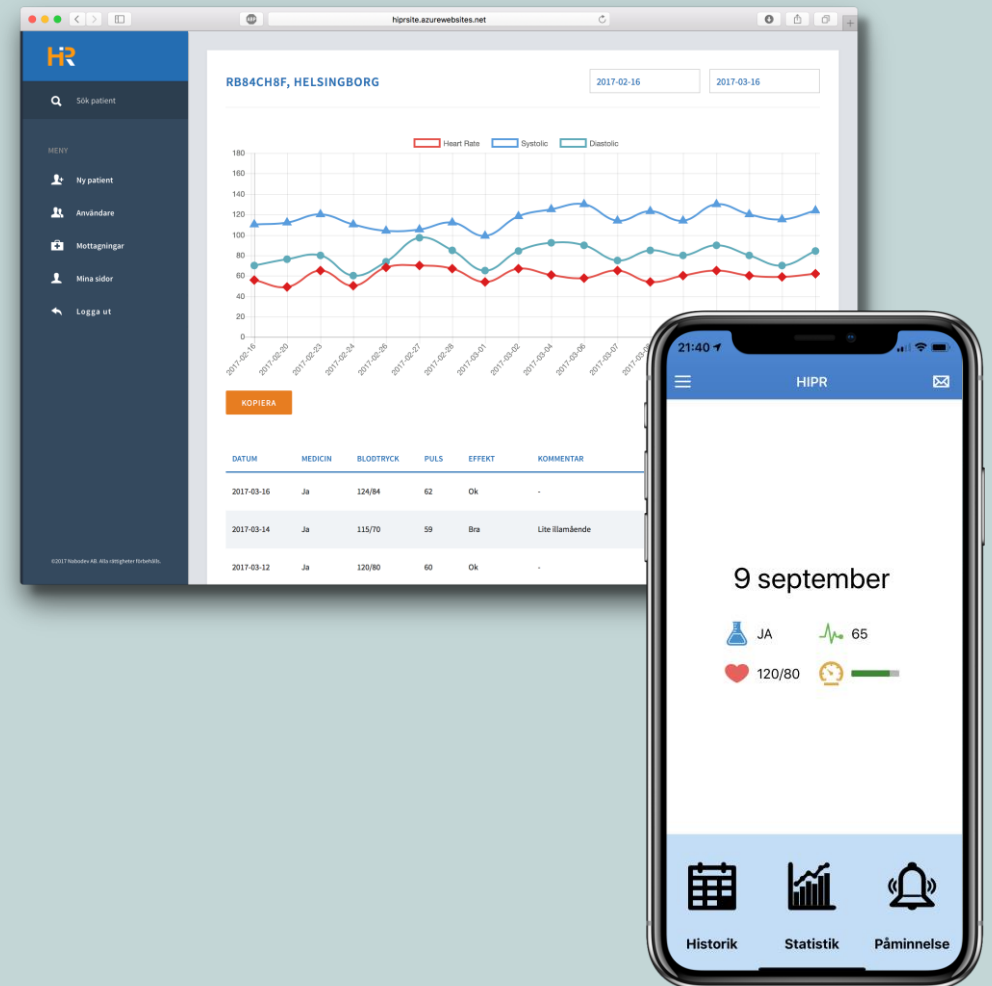
When guessing is not an option

*"How to succeed in  
making deals with the  
Swedish public sector"*

Patrik Borneson, CEO

# What we do

- Medilevel develops software to support medicine titration.
- It is used by caregivers and patients.
- It will speed up the titration process so that caregivers can treat more patients with increased quality of care at a lower cost.



# Achievements

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## 5 Regions

(Direct procurement)



Awareness

Ambassadors

Accept it takes time

# Awareness

- Interest groups
- Trade fairs and Conferences
- Media (social)
- Awards



# Ambassadors

- Reference
- Network
- Not you

## Acccept it takes time

- 1-3 years
- 5-10 contacts
  - Email
  - Phone
  - In person (web)

**Use a CRM tool!!!**



Medilevel

When guessing is not an option



**Patrik Borneson, CEO**

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