

THE HEALTHTECH GROWTH BLUEPRINT

A 90 DAY ENGINE FOR RAPID SCALING

BY ERIK COCKS

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PROLOGUE

I talk to HealthTech founders all the time. You have built an incredible product that genuinely improves patient outcomes or streamlines a broken medical system. But you are quickly realizing that having a great healthcare product does not automatically equal rapid growth.

Scaling a HealthTech company is fundamentally different than scaling a standard software platform. You can't just move fast and break things. You have massive regulatory hurdles, complex buying committees, and teams that are already stretched entirely too thin.

To achieve rapid growth, you need a highly structured 90 day plan. More importantly, you need a growth leader who establishes a true North Star, a singular direction that your entire organization travels toward together. That leader must become the absolute conduit for process, integration, and messaging across the entire company.

I don't believe in generic advice. What follows is the exact, step by step, 90 day operational timeline I use to architect a revenue engine from scratch without burning out your team or crossing regulatory lines. This is the exact playbook I deploy when I step in as a Fractional CMO to fix stalled pipelines and build predictable go to market machines.

DAYS 1 TO 30

THE FOUNDATION, AUDIT, AND NORTH STAR ALIGNMENT

The first month isn't about launching new ads. If you start spending money on day one, you are just funding chaos

The first 30 days are about uncovering the absolute truth under the hood of your business, setting the coordinates, and auditing your internal plumbing.

Establishing the North Star

Growth isn't just about vanity website traffic or how many followers you have on social media. I identify your one core metric that defines success. In the SaaS world, people talk about Marketing Qualified Leads.

In HealthTech, an MQL is a useless metric if it doesn't convert into a compliant, paying patient or a signed enterprise clinic.

Your North Star metric must be tied to actual revenue and utilization. For a telehealth platform, that might be "Completed Initial Consultations." For a B2B healthcare software, it might be "Active Clinic Deployments." Every single

department needs to understand how their daily work impacts this specific metric.

When I step in, I spend the first week aligning the executive team on this number. I find that founders often have one goal, sales has another, and marketing is measuring something completely different. I force everyone into a room and we lock in the North Star. From that moment on, every dollar I spend and every campaign I build is judged solely by its impact on that one metric.

The People and Capacity Audit

I don't just pile new tasks onto your existing team. That is the fastest way to destroy a startup culture. During these first 30 days, I sit down with the people who are doing the work right now. I schedule one on one interviews with your marketing coordinators, your sales development reps, and your clinical liaisons.

I map out their current workload, but more importantly, I find out what is slowing them down and what parts of their job they love or hate. I ask them a very specific question, "If you could eliminate one bottleneck that prevents you from hitting your goals, what would it be?"

The goal here is to see how they can be happier and more fulfilled, which naturally unlocks more output without hurting morale or setting them up to fail. Often, I find a brilliant creative director spending ten hours a week pulling manual spreadsheets, or a top sales rep wasting hours writing custom email follow ups.

Once I identify those friction points, I formalize how we work together. I build clear processes to automate the work they hate using technology, freeing them up to focus on the high impact strategy they actually enjoy. When a team feels heard and protected, they will move mountains for the growth plan.

Mapping the Regulatory Minefield

Standard marketing playbooks will get a HealthTech company fined, sued, or shut down. I immediately begin mapping compliance boundaries. You cannot use standard tracking pixels carelessly. The federal government has issued massive warnings about using tools like the Meta Pixel or Google Analytics on patient intake forms because it can illegally transmit Protected Health Information to third party advertisers.

I review your data capture forms, your email sequences, and your CRM storage solutions to ensure they are strictly compliant with HIPAA and state specific digital privacy mandates. I audit the exact path a user takes from clicking an ad to booking an appointment. If there is a risk of a data leak, I rip the tracking out and replace it with compliant, server side tracking solutions that protect patient privacy while still giving me the attribution data I need to scale.

The Platform Policy Review

This is the silent killer for HealthTech growth. I audit your ad accounts thoroughly. Before a single dollar is spent, I analyze how networks like Meta and Google handle medical claims and healthcare restrictions for your specific niche.

Meta, for instance, has incredibly strict rules against calling out "personal health attributes." You can't run an ad that says, "Are you struggling with diabetes and need to lose weight?" That will get your account permanently banned in a matter of days. You have to pivot the messaging to focus on the product, such as "Comprehensive weight management programs designed for modern professionals."

Then, I ensure your team understands these guardrails so we don't trigger automatic account bans that bring your revenue engine to a dead halt.

DAYS 31 TO 60

STRATEGY ARCHITECTURE AND AI AMPLIFICATION

With a clean foundation, a fully aligned team, and strict compliance guardrails in place, the second month is where I design the actual growth engine and build the playbooks.

Becoming the Conduit of Process and Messaging

In HealthTech, there is a massive communication gap. The clinical team speaks in dense medical jargon, prioritizing accuracy and peer reviewed data. The sales team speaks in benefits, prioritizing speed and closed deals. The marketing team often tries to make things sound flashy, which can border on non compliant hype.

As the growth leader, I step in to act as the central bridge between these departments. I take the deep insights from the clinical team, the ground level data from operations, and the quota targets from sales, and I fuse them into a single, cohesive messaging strategy.

I build what I call the Core Messaging Matrix. This document outlines exactly how we talk about the product to patients, how we pitch it to brokers, and how we present it to enterprise employers. Every single landing page, ad copy,

and sales script pulls directly from this matrix. Everyone begins singing from the exact same sheet music, ensuring that a prospect gets the exact same clinical and emotional message whether they are reading an ad or talking to a sales rep.

The AI Amplification Playbook

I start scaling our operational output using artificial intelligence, but I do it with intense diligence. Relying on AI to run your strategy on autopilot is a massive mistake in healthcare. AI hallucinates, makes up statistics, and does not inherently understand federal health regulations.

I use AI as an expert multiplier, never a total replacement. The rule is simple, you must already be an expert in your field before you deploy AI. I am the expert architect, the AI is just my high speed intern.

Here is exactly how I deploy it. I take dozens of anonymized sales call transcripts where patients or brokers discuss their biggest frustrations with the current healthcare system. I feed those transcripts into a secure large language model and use a highly specific prompt. I tell the AI to act as a behavioral psychologist and extract the top three emotional pain points mentioned by the buyers.

Once I have those pain points, I use AI to instantly draft fifty variations of ad copy and email subject lines targeting those specific emotions. What used to take a copywriting team three weeks now takes me fifteen minutes.

However, a human expert always remains the final gatekeeper. I review every single piece of generated copy for absolute clinical accuracy and platform compliance before it ever sees the light of day. I use AI to amplify my speed, but my decades of experience provide the necessary guardrails.

Designing Safe Expansion Funnels

I don't just blast ads to a homepage. I map out entirely new, multi step onboarding funnels. In HealthTech, asking a patient or an enterprise buyer to immediately commit to a long term contract creates way too much friction. I design funnels that ask for micro commitments first.

For example, instead of a direct "Sign Up Now" button, I will build an interactive health assessment quiz. It asks them low friction questions about their goals or their company's current benefits package. By the time they reach the end of the quiz, they are highly invested, and the final call to action feels like a personalized medical recommendation rather than a cold sales pitch.

Because I know your team's exact capacity from the month one audit, I build these workflows to maximize their time. I integrate automated email and SMS nurture sequences using platforms like Klaviyo or HubSpot. If a prospect drops off the checkout page, an automated sequence triggers to bring them back.

I automate the heavy lifting of follow ups so your sales people and clinical staff can focus purely on having high value, face to face conversations.

DAYS 61 TO 90

SHEPHERDING THE IMPLEMENTATION AND HANDOFF

The final month is entirely about operationalizing the strategy, running live tests in the market, and ensuring the plan is properly shepherded into reality. A brilliant strategy is completely useless if the execution fails.

Acting as the Growth Shepherd

During this phase, I step in as the absolute shepherd of the plan. I don't just hand you a PDF and walk away. I organize the daily execution. I run the weekly growth standups with the marketing and sales teams. I manage the resources, track the deadlines, and most importantly, I remove any operational roadblocks that pop up.

If the legal team is bottlenecking the approval of new ad creatives, I step in and negotiate a faster review process. If the sales team isn't updating the CRM correctly, I retrain them on the spot. I ensure that the cross departmental integration we built in month two actually holds up under the pressure of a live launch.

Launching the Compliant Engine

This is where we turn the ads on and open the valves. I launch our highly targeted campaigns across Meta, Google, LinkedIn, and any other relevant channels we identified.

Because we spent month one building a bulletproof compliance foundation and month two navigating platform restrictions, our ads bypass the typical flags and shutdowns that plague amateur marketers. Our messaging speaks directly to the deep emotional pain points of the brokers, employers, or patients, cutting entirely through the noise of the legacy healthcare system.

I never launch with the full budget all at once. Even when I am managing budgets in the tens of millions of dollars, I start with controlled, highly measured tests. I deploy budget into the new funnels, watch how the traffic behaves, and look for any hidden leaks in the user experience.

Relentless Optimization Against the North Star

Once the traffic is flowing, I monitor pipeline velocity daily. I don't care about cheap clicks or impressions. I am measuring how fast leads convert into revenue and how much it costs to acquire them.

I look deeply at the Customer Acquisition Cost relative to the Lifetime Value of the patient or the enterprise contract. If an ad campaign is generating leads at a low cost, but those leads never actually complete their clinical onboarding, I kill the campaign immediately.

I constantly refine the messaging, adjust the bidding strategies on Google and Meta, and tweak the funnel structure based on real time, hard data.

If I see that our newly designed onboarding quiz is converting at a higher rate than the legacy checkout page, I divert more budget into that specific flow. Every single optimization decision is made with the sole purpose of moving us closer to that North Star metric we established on day one.

The Turn Key Handoff By day 90, the entire machine is built, fully documented, and operational. Your existing team is trained, clear on their roles, and notably happier because they finally have a predictable, repeatable process that they understand and believe in.

I compile all the Standard Operating Procedures, the AI prompts, the compliance guardrails, and the messaging matrices into a single, accessible vault for your company. At this stage, the engine is fully turn key.

This is the exact moment where my role shifts. I transition from the intense, hands on architect who built the machine into the strategic operator who oversees it. I continue to provide executive oversight, monitor the high level analytics, and guide the long term strategy, while your empowered internal team handles the day to day execution flawlessly.

You no longer have a scattered collection of marketing tactics. You have a unified, compliant, and highly aggressive go to market engine that drives predictable enterprise value.

That is how you scale a HealthTech company. Let's get to work.



ABOUT THE AUTHOR

Erik Cocks, Go To Market Architect

I've spent my career inside the belly of the beast, architecting revenue engines for some of the largest players in the health and tech spaces. With a background driving rapid growth for companies like Healthinsurance.com, Teledoc, and Charter Behavioral Health, I absolutely love the complex operational puzzle of modern marketing. For me, marketing isn't just about running campaigns. It's about building predictable, compliant revenue systems that actually scale enterprise value.

About five years ago, I realized I didn't need a traditional corporate boardroom to build world class marketing engines. I traded the corner office for a full time life on the road. Today, I live and work from my internet equipped RV, traveling across the United States, hiking the trails, and partnering with ambitious founders to turn their pipeline chaos into turn key growth.