

Closing the MedTech Narrative Gap:

Strategic Cinematic Film as a Commercialization Engine



John Haagen
CEO & Co-Founder



B.S. Electrical Engineering & Computer Science
College of Engineering, University of Michigan

Disclosure: John also serves as Principal of Haagen Ventures, actively investing in and directing commercial growth strategies for select MedTech and industrial technology firms.

Complex Intersections

MedTech

Medical → Technology

Complex Industry Intersections

MedTech Intersections

Clinical | Technology | Commercial | Investors

Complex Audiences, Languages, Goals & Gaps

MedTech Communication Goals

Alignment → De-Risking → Adoption → Scale

Narrative Gap Defined:

The MedTech Narrative Gap is the **structural disconnect** between a complex clinical innovation and the market's ability to perceive its true value.

Narrative Gap Consequence:

When the market does not **fully understand** the innovation, investor confidence slows, clinical adoption stalls, and commercialization takes longer, costs more, and carries more risk.

MedTech Communication Tools

White Papers → Decks → Visuals → Film

MedTech Catalyst Engine

**Strategic Film Becomes Commercialization Infrastructure
Across Every Stage of the MedTech Journey**

**Investor Confidence | Clinician Trust | Launch Clarity
Patient Understanding | Market Adoption | Scaling Sales**

The VISUM Method™

Intersection of MedTech and Cinematic Films





Click to View Film Example

“John and his team transformed our visual brand and **catalyzed customer engagement.** Their ability to bring a brand to life captivates customers and instills pride in Gore’s 12,000 associates.”

Jason Field, Former CEO
W.L. Gore & Associates



The VISUM Method™

Intersection of MedTech and Cinematic Films

1. 12+ Years Developing the Method, Team & Systems
2. Authentic Voices + Real Clinical Environments
3. Market-Translated Stories
4. Cinematic Production + 3D Visualization
5. Strategic Roadmapping + 8 Film Categories
6. Scalable Delivery Systems

Outlook Surgical

Series B Disruptor

Challenge: ENT Endoscope Innovation. New to Market. Limited Launch Assets.

Narrative Gap: Translating Clinical Innovation for Surgeons and Investors.

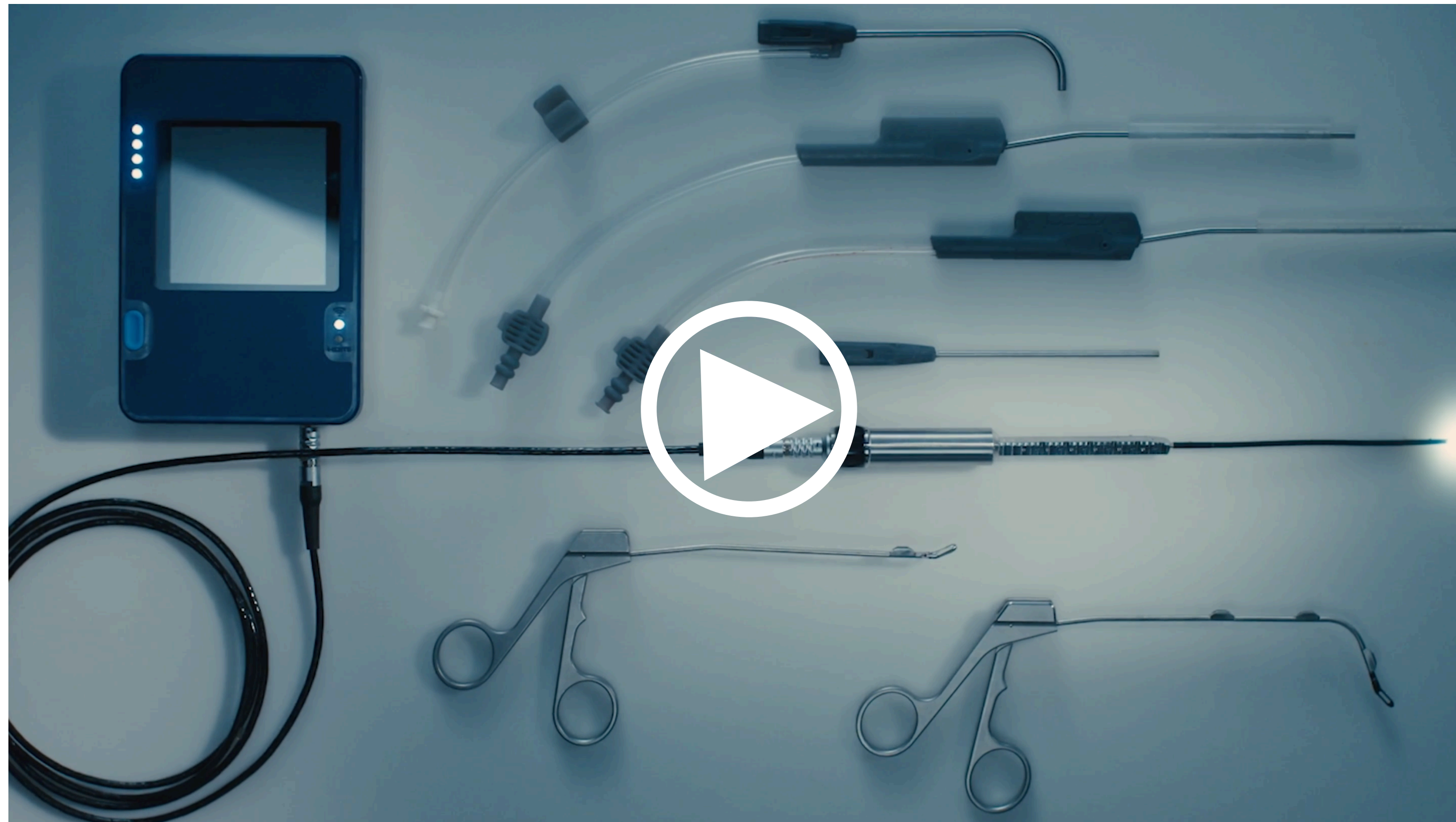
Strategic Film & Photography Assets: Launch Film with Product Cinematography & Photography, Surgeon Validations and Technical Explainers with 3D Visualization.

Commercialization Use: Investor and Strategic Meetings, Surgeon Education, Trade Show Booths and Website.

Disclosure: VISUM and Haagen Ventures became investors and advisors to Outlook Surgical.

Outlook Surgical Process

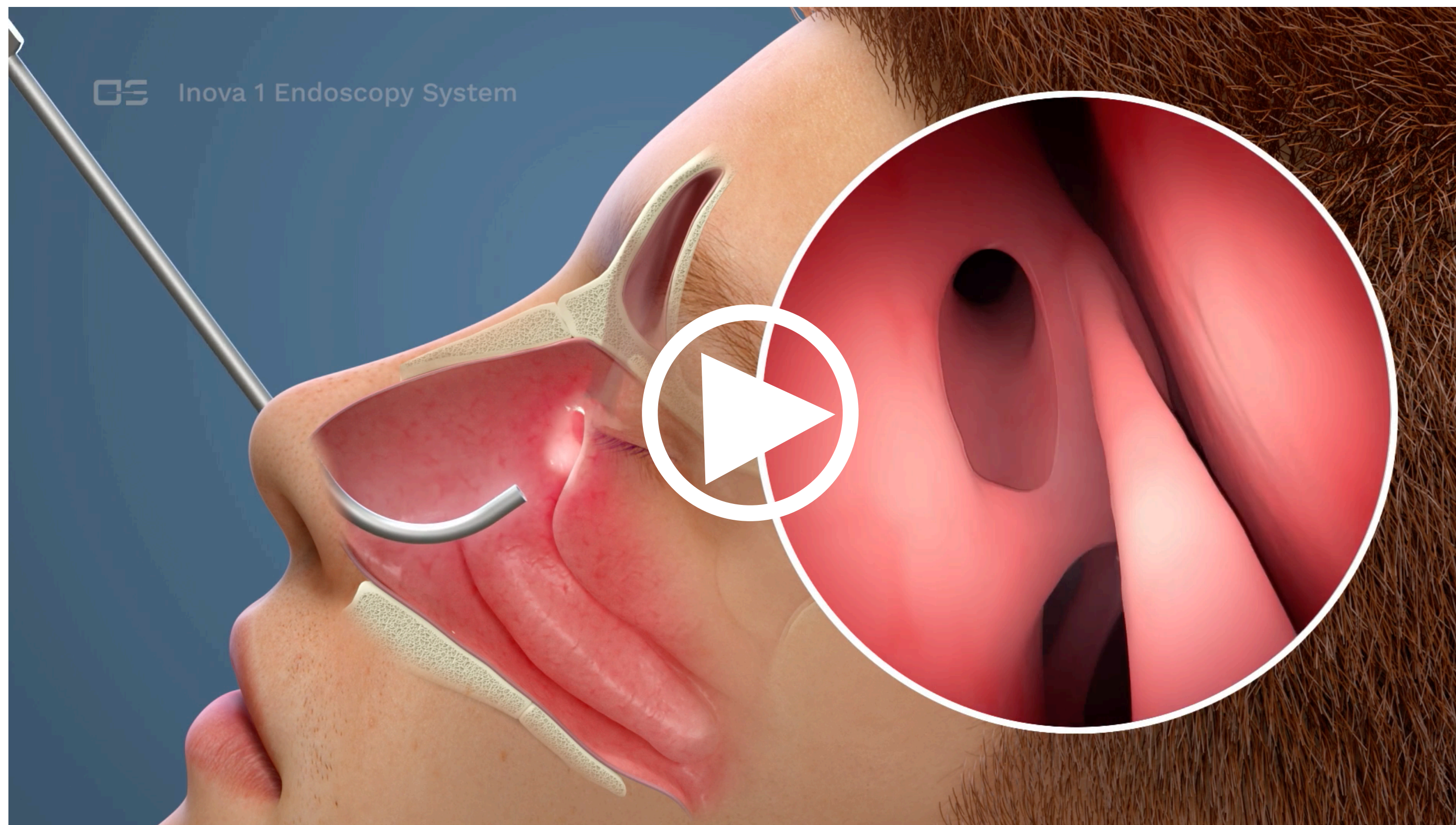
Educate → Validate → Fund → Commercialize



Click to View Film Example



Click to View Film Example



Click to View Film Example

Outlook Surgical Narrative Gap Closed

Educate → Validate → Understanding → Momentum

MedTech Catalyst Engine

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Strategic Films Simplify, Accelerate, and Scale MedTech Innovation

Private Conversation

Close Your MedTech Narrative Gaps

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