

Michael Roberts (00:09):

Welcome to the Health Connective Show. I'm your host Michael Roberts, joined by our COO Justin Bantuelle and our company President Scott Zeitzer. For this episode, rather than have a guest on, we're going to discuss developing prototypes for medtech apps. Since this is an area that our company Health Connective specializes in, I wanted to have Justin and Scott give their takes on what medtech companies should be thinking about when developing their prototypes.

Michael Roberts (00:35):

Guys, thanks for joining me today. It's fun to have you both back on. So let's, let's talk through a little bit, 'cause this actually came up as a part of one of the many trade shows we've been to this year. We've been having a lot of conversations with folks at these different meetings and it's been great because we do get to hear sort of a variety of different needs, a variety of like what's going on in the industry. And so one of the conversations that we had at some of these different meetings was, Hey, I've got this idea right? Like I've already got some of this stuff already happening. There's already some hardware going, there's already something that's already in the making. We've gotten a lot of these things done and now I just need some sort of prototype. I just need to be able to kind of show off to the different people that are thinking about investing.

Michael Roberts (01:17):

Like we've got some investment money already. I've already got this stuff, but I need to get the prototype up and running. And that's kind of where they're at. That's kind of like they've got ideas, they've got some different things, but it really does kind of go into like, okay, now what? Like obviously call us and we'll just solve all your needs, you know, <laugh>, we'll, we'll take care of all the problems, but no problem. Yeah. What is it that people need to be thinking when they're actually reaching out to a development group and saying like, okay, I've got this thing now what?

Justin Bantuelle (01:45):

A lot of it depends on them. There's a range of options I would say that you have. Sometimes you just need something visual. Like your step one is really just some kind of well assembled Figma presentation. A lot of times you see where somebody throws together some kind of prototype that's really just imagery. It doesn't actually have any kind of functionality backing it. I think we've all seen where it's very cobbled together. It looks like somebody hacked it together and didn't have any kind of design background when they did it. And it communicates a certain type of like workflow or intent. Like those can be valuable. But if you're trying to generate buy-in, especially if you're trying to generate investment <laugh>, that level of polish on like the appearance can make a big difference. Right? Like it, it's a little unfortunate because it's not the point that it looks pretty for that stage of conversation, but it does sell it better. So sometimes, yeah. Oh yeah, go ahead Scott.

Scott Zeitzer (02:37):

If I could jump in on that, that that's a really valid point that should bring, is that I can't tell you how many meetings I've been in where they cobbled something together and they don't realize like, hey, you've gotta manage up. It's not enough to just have like four PowerPoint slides and I'll kind of walk 'em through it. They'll get it. You do need to put a little bit more effort into that, which brings it around to that whole like thinking this through a little bit more and walking through that process.

Justin Bantuelle (03:03):

Yeah. You wanna show an intentionality and care at every stage. So sometimes it's about like, okay, I've gotten all of the ideas together, but I need help with putting together something that really presents it. And so it's like, hey, we will properly incorporate any kind of brand guidelines you have. So if you need just something that is getting a visual that shows a purpose, like you can do that. If you're a little bit further along and like you actually need to show some kind of implementation, we can definitely step in there and provide some kind of functionality. We can do something that goes a little beyond like Figma mockups and get you into an actual like web enabled process. One of the nice things about that is we can often do that in a way that has reuse, 'cause usually the intent is that you're gonna get buy-in.

Justin Bantuelle ([03:56](#)):

You have to be a little optimistic when you're taking these steps that like, hey, it's gonna move forward. This is why I'm doing this. Right? But having things that don't just go in the trash can and it's like, okay, now we're starting over again. Now that I got the buy-in, we can bridge a bit of that gap where it's like, alright, a lot of the styling that we're putting in place, a lot of the elements of the functionality, those are going to be implemented. We just haven't wired up the backend part of it yet. Right? Like you start actually connecting these dots to real data sources. You start pulling things in, you start getting like authentication systems in place. Like all of that's probably unnecessary at this starting point. So if you're really like prototyping for buy-in, then sometimes it's worth going that little extra mile and doing something that people can actually like click around in and you're actually like seeing like data feeding in in a very like interactive way.

Scott Zeitzer ([04:42](#)):

You know guys, I was also thinking while you were saying that, J, was that I thought of two things. Uh, one is just don't assume, and I say this to the people trying to put the prototype together, whether we create it or anybody else does. Don't assume that everything you've got in your head is gonna come across. A lot of that inferred knowledge can really get you into a big hole. That's one part. And the other part is don't assume you know it all. I know that the three of us have been on many calls, whether it's about a prototype, a particular type of application, a workflow, et cetera, where, hey, have you thought about X, Y, and Z comes up and they go, whoa, whoa, whoa. That's a great idea. So I think those things need to be thought about as well.

Justin Bantuelle ([05:25](#)):

Yeah, definitely. And then on the flip side of this, right, we're talking about like making sure you do enough. There's also the other side where somebody, and it's speaking a little bit to you Scott, like somebody who really feels like they know what they need already and they're ready to go and it's like, let's just do it. It's like, well maybe take a step back, do a little bit, right? Get that input, get that feedback, get that buy-in. So maybe treat it, break it apart, do some phases where you do a stage one, you don't go too deep into the investment and then find out that you went in the wrong direction. So I think there's a lot of value in finding that perfect balance for that step one.

Michael Roberts ([06:06](#)):

One of the things that we were hearing is like, okay, we're gonna have this app. Data's gonna come from over here, and it's just gonna show up over here and it's gonna, you know, magically happen. You know, so many times I think like sure, like conceptually all these things are possible. I guess like when you are in that kind of prototype building stage, like how much do you need to talk to your developers? How much do you need to kind of work through? Like how hard is it to get the data from over there to here?

Like is I'm assuming all these things are possible, but is this like a \$5 problem? Is this a million dollar problem? Like what? You know, like, so I guess like how do you advise when people are in that prototype stage and they're just saying like, I just need to get people to get the concept. And then to your point, Scott, like they're gonna start asking the questions. How do you prep people enough to kind of think through like, and this is how you'll ask for enough money or how you'll kind of think through like what those problems are.

Justin Bantuelle ([06:57](#)):

Yeah. So it is kind of on a case by case basis. But it is understanding ultimately the intent of the product itself. So that end user experience and what you're trying to achieve with it is gonna inform that. If you're just trying to present device data, you probably control that data outside of like any kind of contract governance that you have with particular companies that you've sold your product to, right? Like, but you're feeding that data back up. You have it in your cloud, you know how to access it, no problem. But if you're saying like, oh I'm gonna marry this to EHR data, you're probably paying a subscription model. It's probably quite expensive. But accessing that ERP data and marrying that to your device data, if you needed to do that for some purpose with like shipping, ordering, like pricing, something like that, that can be easy or it can be very difficult. It really depends on what particular ERP you're using. It depends on your subscription level. Are they giving you API or are you gonna have to build some custom integration with whoever your vendor is that assists with your ERP? So you know, sometimes you have to get real deep into the technical solutions you have and the options available. Every business has a different structure around those kinds of things, so...

Scott Zeitzer ([08:11](#)):

I think it's interesting you bring up some stuff where there are some things that you want to accomplish where it could be very easy or it could be very hard. And most of the time it's dollars. When I say easy versus hard.

Justin Bantuelle ([08:26](#)):

Yeah. It's rarely impossible.

Scott Zeitzer ([08:27](#)):

Right. And from my perspective, it always starts with uh, there are two things that are always in the back of my head. So one is why, right? So it could be guys like, hey man, I really do need to get outcome data. And I get that it's a bigger lift, you know, to get HIPAA compliant data. And there are companies out there that do it. We've done it before and integrated with them, all that stuff. But hey, it's a bigger lift. But if there's a good business reason for that, hey that's fine. Why? Why do you need that is where I'm going back to. And, and one piece of advice I have for a lot of people, it's the same joke I've made guys, you've probably heard this for a decade, which is like you never wanna hear from your doctor or your lawyer. "Huh, I've never done that before." That's a red flag man. Now that could be a red flag that nobody's done it before and we really need to think this through and go back to that why? 'Cause that means it's definitely gonna be a heavier lift, or uh oh, I better go find somebody that is not making that statement of, "I've never done that before" because you don't wanna hear that.

Justin Bantuelle ([09:32](#)):

Yeah. That's really where it's so important to talk to somebody who has experience in this space, right? And can help you think through it. So you articulate like if you're the person soliciting somebody to build

this prototype for you, you want somebody who can hear you out for the problems that you have, right? Like Scott, you said like articulate your problem to me and then I can step through all, I can ask all the right questions to surface where the sticking points would be or where the challenges may be. And also provide alternatives that maybe get you a stopgap solution and then also a long term plan so that you're not left holding the bag one year in and saying I gotta start over. I've seen that happen a lot where people are just like, I just need to go now. And it's like, okay, I'll figure out the tough stuff later. And you really want that as part of your roadmap. You don't need to solve that problem today. But you really need somebody who can help guide you on a pathway where you're moving towards solving that problem as opposed to just truly kicking it down the road.

Scott Zeitzer ([10:31](#)):

Yeah. Michael, you and I have been on many conversations, 'cause Michael and I are the ones going to a lot of these meetings guys, and then we're bringing it back to Justin. You're starting to ask these really good questions and then we go back guys, for everybody listening when you're starting to develop your prototype, part of the reason to develop the prototype is to figure out the pathway to take. It's not just a quote, develop the prototype. You know, part of this conversation should be, be very open to asking good questions of yourself, the rest of your team, et cetera, so you could get to the point. That's why it always starts with why, it really does.

Michael Roberts ([11:05](#)):

We've touched on this just a little bit, but I want to dig into this a little bit more and just maybe even kind of talk through some of the experience that we've seen around this where whether you're talking like a full proper version one or just the prototype itself, like whatever, like stage of that, and then we start getting the wishlist, right? Like, and I also want it to deliver pizza and I also want it to wax my car, and all the things that start coming out and it's like, yeah, that would be cool, but how do we, you know, there's that balance of cost, there's the balance of like timelines, there's all those kinds of things. Let's talk some about what are the conversations maybe that we've had, maybe some of the realizations of customers that we've worked with where they go, oh you know, maybe let's do wait until the next phase for whatever reason. You know?

Justin Bantuelle ([11:47](#)):

Yeah. I mean the primary thing that drives that typically is the budget where it's like, oh yeah, we can absolutely do that, but that's gonna double the cost of the project. And they say, "oh, well I didn't have enough money, uh, budgeted for that this year." So normally it sort of resolves itself by being a financial constraint. But even if budget wasn't a consideration, it's probably not wise to go all in upfront. I try to encourage everybody to, minimum viable product isn't really the right term for it because you're building something not just to get it out the door, but something that's truly providing like real value. I think MVP has this kind of implication that you're cutting corners. And I don't think you really wanna like cut corners, but you may not need everything today, right? And gathering user feedback.

Justin Bantuelle ([12:32](#)):

Part of what we do is we make sure that we have all kinds of user metrics and analytics around how these applications are functioning, how they're performing, what kind of actions people are taking, and kind of benchmarking that against what our intentions were for how they use it. We often encourage people to look at this information and then assemble a list of questions and go back to their user base and gather very targeted feedback about their feelings. 'Cause you can infer things from the actions

they're taking, but I don't know, was that actually a frustration point? What are they missing? Like, did you put some things in that you thought were gonna be really valuable that are getting no utilization? And if something's not helpful, like man, if you had spent an extra two months like polishing that up and building extra features into that and then no one cared about it, right? You've gone down a bad pathway, maybe you build it and then you realize, oh wow, I should really like focus in on this area. That's where it's really meaningful, and I never would've realized that. Get something launched, get feedback, refine your intentions for phase two, phase three off of very meaningful data and insights. You know, like the starting point. You're never gonna get everything right upfront.

Scott Zeitzer ([13:46](#)):

Definitely not. I've been doing this for a long time.

Justin Bantuelle ([13:46](#)):

You can waste a lot of money and time going in the wrong direction without having that data.

Scott Zeitzer ([13:52](#)):

Guys, I've been on a lot of calls where Justin has essentially told the team we're working with to say, hey, I know you've got budget to do that. Before we do that, why don't we start thinking about slowing down a bit, getting this out there so we can make sure that the thoughts we have, the direction we're taking, the inferences we're making are the appropriate ones. And you brought up something that's hyper, critically important guys. It's not just asking questions of, you know, you're gonna have some KOLs you're probably talking to, and they think like X, Y, and Z and you think you got it right? But if you don't build the analytics, and that's where I'm going with this, if you don't build the appropriate analytics into it to really see what people are using, what your customers are using, what they're not using, you know, I think that's a mistake if you don't do that. So there's that cost thing, there's the timeline thing and then hey, the win may not be just spending it all and getting it done. Michael, how many times have we been in conversations with our customers where they're like, oh thank goodness, you know, we thought everybody wanted to do X and it actually wasn't X, it was X prime. We had to get do that work. Very important.

Justin Bantuelle ([15:06](#)):

And something else that's kind of funny to build off of that, like you mentioned KOLs. So doing everything you're supposed to be doing, you've identified your KOLs, you're getting great feedback from them, you're building based on that. And then, whoops, it turns out that your KOLs are the brightest of the bright, they're the really like premium power user kind of individual. And then you roll it out and they're kind of 5% of your user base. And the rest just think about things a little differently. They're not as engaged, they're not as excited about these certain features and you realize like, man, I should shouldn't have built everything the KOL asks for because most people don't care about that. Um, yeah, doing things in incremental steps and building off of that and then finding ways to solicit feedback from a broader user base, right? Like you can be getting really good data and being very deliberate and intentional and there's just things that you'll never know until you've launched it and seen how it's being used.

Scott Zeitzer ([16:00](#)):

You know, J, along those lines, we've developed a lot of systems, complex systems where we've worked either with the R&D department or the IT department, making sure that you're getting feedback from

your customer as well as your sales and marketing teams. We tend to think of a lot of this being built in this siloed area of like, hey, all we're doing is talking to R&D. And it's like, Michael, you and I have been in sales and marketing for longer than we'd like to admit. And it's like, hey, there's some really good information coming back from the sales and marketing teams where they're pulling that data from those end users, J. Not the KOLs, people just getting the work done, the surgeons just going into work and doing their job. I think that's critical too as part of the process.

Michael Roberts ([16:44](#)):

Side note, I just recently saw something that was talking about one of the different ways that people try to solicit feedback is they have, you know, very specific surveys that they send out, you know, and like, "how likely are you to recommend this this thing to your friend?" or whatever. And uh, one of them, I think it was like for like Microsoft operating system, like whatever it was, you know, like Windows, you know, whatever. And somebody put like a one outta 10 because I never talk to my friends about which operating system they're using for their computer. I don't care. So like how you collect that feedback, all of that kind of stuff is, is critical for sure.

Justin Bantuelle ([17:16](#)):

Very much so. Yeah.

Michael Roberts ([17:17](#)):

Going back to just the tech side of it, you know, like yeah, we do need to make sure that we're, we're building to what people are needing. But you know, and incorporating all that information. Is there a done point? Like, I built the thing, check, I'm done. No more cost, no more difficulties. Like, and now I'm done.

Justin Bantuelle ([17:36](#)):

If your company or product is ceasing to exist, maybe <laugh>. But yeah, I'd say that's about the only time I, I think it's essential to continue investing even if the product does exactly what it needs to do, and it truly never needs any new functionality, which has not been my experience. The tech stacks are gonna change under your feet. Like you're gonna need to upgrade to new versions of things. Like there's gonna be security vulnerabilities, there's gonna be deprecations, there's gonna be new browser updates that invalidate certain features you were leveraging. Your integration points, like maybe they upgrade for like an API that you're using to pull in information. like deprecates an old one. So you don't really get to operate in a snapshot in time. Everything surrounding it can shift under your feet. So without investment, just at a minimum to keep it alive.

Justin Bantuelle ([18:25](#)):

Like there's a maintenance cost to keeping something going without incurring liability and eventually just having your system outright fail. We operate in medtech in a highly regulated field where security is a very significant consideration. So if you're not proactively assessing for that, you're in trouble. But as we were just touching on, you should also be gathering user feedback. Needs change over time. Expectations change over time. User patterns, like something that was really common today in a year or two, maybe that's not really how people interface with the internet. That's not how they expect these like forms to function or for these widgets to perform. Like you're probably gonna be diving into some kind of rebrand. Even if your application, like you're very much in the tech center of things, like companies rebrand, then you're probably gonna need to redesign some of these elements or be out of

compliance with what your company's brand is and you start to confuse your customers on what they're looking at here.

Justin Bantuelle ([19:23](#)):

So there's a million different reasons why you need to make changes. Sometimes they're cosmetic maintenance, with security and stuff like is kind of very important, but it's also a little more on the rote side of things. But then also like user needs evolving. Like you need to be very proactive so that it doesn't feel like something stale where maybe you launched it and it was really new and shiny and you really wowed people. And then like you start to lose credibility over time as it stays stagnant. And a lot of times these tech companies want to be seen as a little bit at the forefront. That's part of how they position themselves. And you lose sight of that if you're not backing that statement up, the systems they're interfacing with.

Scott Zeitzer ([20:01](#)):

To add to that, Michael, I think it's all about expectations. And is this an internal facing app versus an external facing app? To Justin's point, when it's an external facing app, hey man needs to look like, you know, you wanna be proud of what you're providing to your customers. For sure. Things may change. I think my overarching takeaway from that, like quote unquote, it never ends. It's really just about setting appropriate expectations for what's gonna happen in the next year versus the next three years. You know, I always tell our customers, 'cause they'll always come to us like, hey, I wanna make an iPhone app. And I'm like, cool, no problem. But you've gotta set an expectation that when iOS, what is it? I think they're gonna go away years now. So when iOS 26 comes out and then iOS 27 and iOS 28, et cetera, et cetera, it's like, hey man, it may not work.

Scott Zeitzer ([20:52](#)):

And I think that comes up more on the phone app side or tablet side than it does on the web-based app side. But still it, it changes. I think it's about, is it just features and benefits? Is it critical? Like security, they're mundane, but they're important. Do new standards come out? You know, making sure that you know, you're looking back and that you're working with people who've been there, done that. Or it can be handed off appropriately to your IT team so that they can manage it correctly. For you, that means play nice in the sandbox, right? It's like, hey, what tech stack you working at? And who's your IT contact? And you know, no, it shouldn't be, we just built it and then these poor guys are surprised, like what they have to work on. It's like, no, no, they should be part of the conversation. It should be built accordingly.

Michael Roberts ([21:42](#)):

We've gotten pretty far down the, like, I, I guess like maturity of the platform itself, like whatever kind of prototype. Getting back to sort of the prototype phase, are there things that we haven't discussed that like people need to be thinking about? Like, uh, anything else I guess that you would add or share with people that are kind of considering that next step?

Justin Bantuelle ([22:00](#)):

It, it is gonna be different for every individual, every business organization, what stage they're at, like what level of funding they have. There's a million different considerations that go into it. It's making sure that you're working with the right partner to help solicit the correct considerations and build to the right level of maturity in that first pass. So I'd say just be wary of what you don't know and make sure you talk to somebody who's been there, done that to help get you to the right answers to your questions and the



right plan for what you need today, and what you need tomorrow, and what you need next month and next year.

Scott Zeitzer ([22:42](#)):

There is no magical checklist to have when you're gonna go meet with a team that's gonna prototype something for you. I think from my perspective, you guys know I love wine and uh, whenever I talk to a sommelier, they'll always tell me like, well, you know, how much do you wanna spend and what do you like? Right? And everybody's always loathe to say like, well you should have an idea about what your budget is. I think that's very important. Everybody's like, oh, I can't tell them. It's like we just met with a company who had a budget that was substantially higher than what they needed to have. We came back to him and said, you don't need that. You need X, Y, and Z. So you don't have to be specific. Like, I can spend up to a million dollars. It's like, that's not, but you know, having an idea in your head about what you can spend, I think makes sense.

Scott Zeitzer ([23:30](#)):

Having an idea in your head about what you're trying to accomplish and why, making sure you've got the right people connected on your side before you meet with us about what am I building this in? I think that might be helpful. Now it all depends. Like Justin's saying, it might be that I don't even want to talk to anyone in IT yet. I just wanna know if it's possible. Okay. But we are gonna come back at some point and go, well, we gotta build it in something, you know, so <laugh> it would be good to know, but that is kind of the happy medium of like a web-based app. I always say it's like it's gotta work on the web, but that backend man, that's what's gonna kill you. Where are you pulling those data points from? Who owns those data points? And if you don't know that, and we'll bring it up, but that's where you're gonna have to get some other people to converse with you.

Michael Roberts ([24:19](#)):

Maybe then just kind of like follow up with, you know, we have seen and we have heard of clients getting like numbers, getting proposals before, like a lot of these details have been explored. Just talk for a second about, like what are the problems that come with that? Like if you've never had any sort of tech stack conversation, if you've never had any, how have we seen people I guess, get burned by that? Like what are the concerns that we have for, for people that go through this?

Scott Zeitzer ([24:42](#)):

Justin, I'll, I'll leave that to you, my CTO.

Justin Bantuelle ([24:44](#)):

Yeah. It's a very, uh, difficult thing to know if the proposal you've been given is actually gonna meet your needs. Like at some point you're signing and you're trusting a company to get it done. I've seen issues where they say they ran out of budget and you're just gonna have to pay more, but you've already exhausted the initial spend and it's like, you were supposed to tell me this was gonna be a snag. I, I didn't know. How was I supposed to know? I'd be very wary of anybody who's not asking deep questions upfront. I'd be wary of anybody who's so quick to turn around just a dollar amount. I would try to make sure that in whatever contract you have, there is a commitment to delivering at the dollar amount that's in there. A stipulation that they're not going to run out of dollars and just fail you or leave you holding the bag might be kind of helpful. If somebody's not comfortable committing to that, maybe walk away from that vendor. Somebody who really does like drill into the particulars, asks a lot of good questions,



presents good caveats about what is and is not included. The more nebulous or the more "trust me, I got it" the contract looks, uh, the warier you should be. Just be careful, and yeah.

Scott Zeitzer ([26:06](#)):

When we provide a proposal to somebody, part of the cost that we've built in are timely meetings, whether it's weekly, monthly, just depends on the type of job that it is. It's part of what we do. Like one of our mantras is no surprises. That's internally, guys, and with our own customers, and it's built into the cost of what we develop. It's like there will be no surprises. If we're meeting with you, let's just say every other week. And even if like every other week it's like, hey, we don't really have much to report. We did X, Y, and Z. Everything's cool, that's fine. But if you don't see that built into your estimate, that's a flag to me. If you're not having any conversations with your developer about stuff that we already talked about, like, well what's the cost to maintain this?

Scott Zeitzer ([26:47](#)):

Oh, nothing. That's a flag fellas. There's always a cost. If the development team is not even asking what your tech stack is or whether or not anybody in IT has been talked to, that's a flag. You know, there are certain things that I think normally work with like an R&D team or a sales and marketing team, but that we, it's not just like, hey, we're polite and play nice in the sandbox. It's like when we say we're playing nice in the sandbox, we're setting expectations. We're asking questions so that you can feel empowered to go back to whomever you need to talk to. Most of our estimates actually provide information as to why we're doing what we're doing. We just had that, Michael, we presented some work to somebody and it's like, "I've never seen a detailed estimate like this before. Not only did you give us the cost, but you actually put in why you're charging us what you're charging us."

Scott Zeitzer ([27:37](#)):

Like what's the the reason for that? And like we were like, well yeah, you need to talk to your boss about why you're gonna be spending the money. We thought it'd be good for you to be empowered with that information. And it was just like, oh yeah, that would be helpful <laugh>. But it's a good conversation to have. I felt great about it, you know? And the same thing goes for a more complex thing. We're just saying like, don't think you know everything. I think that's one of my greatest, uh, <laugh> assets is I know that I don't know everything. I'm on with you asking me what am I missing here? Right? Be prepared for that. Don't have that big ego or you think you know everything that's gonna kill you.

Justin Bantuelle ([28:10](#)):

And I think building off of something you said earlier as well, it's like if the company isn't asking questions about where you're trying to go, what future phases should look like. If they're not giving you assurances that they're building with the intention of expanding it out, like that may be a bit of a red flag. Either that they don't have the experience slash vision, or that they're looking to just get their bag and move on to the next vendor. We very much have the intent to work long term with people. We tend to have pretty long engagements. Uh, we wanna support feature phases. It's part of why a lot of times I talk people out of investing more in their phase one because

Scott Zeitzer ([28:53](#)):

Right. We wanna be with them.

Justin Bantuelle ([28:55](#)):

Yeah. Like prove it out and make sure that that phase two is spending your money in the right directions. We touched a bit on that earlier about how you need that data. So, someone who's just trying to get you to build all the bells and whistles in up front may just be looking for a payout as opposed to trying to be a good partner and a good consultant for you, in addition to your developer. So make sure you're getting good info and good vibes and a solid contract out of whoever you're interfacing with.

Scott Zeitzer ([29:26](#)):

You know, and good questions like, what if things change? You know, a lot of the projects we work on are quite complex. They're not done in a week and a half. You know, they could be done over months, and asking questions like, what if while we're developing this, we come up with new features that we need to add to the, uh, project? And like I said, no surprise, it's like we're gonna sit down and talk with you and go, well, if you wanna add this, we think we can squeeze it in, or we can't. So you could either take away some stuff, or it's gonna cost us much more. But we're never ever gonna end up coming back to somebody going, "well you asked us for it, so we came up to what you told us to pay and now you gotta pay us another 20 grand." It's like, that's not, I've never done that, never gonna do that. But it is about, hey, we're meeting at, on a timely basis, brought up, you need something, we're gonna have a very open conversation like that wasn't in the original estimate. Lemme see what we can figure out how to get that done with and whether we can get it done or not. RAnd if we can't, here's what it costs and here's the time. It's always gonna be time and money. Yeah.

Justin Bantuelle ([30:33](#)):

But it's, but not hiding from the conversation being,

Scott Zeitzer ([30:35](#)):

But ask those questions upfront

Justin Bantuelle ([30:36](#)):

honest and transparent. Yeah. You can usually avoid a lot of that <laugh>.

Michael Roberts ([30:40](#)):

Awesome.

Scott Zeitzer ([30:40](#)):

How many times have you run into this? Like, would you figure,

Justin Bantuelle ([30:42](#)):

And that's part of why breaking it apart into phases, like the more you can constrain the scope for any particular like effort, the fewer unknowns you're probably gonna have, and the more you can avoid future unknowns with that following phase, once you've learned the pitfalls.

Scott Zeitzer ([30:58](#)):

I always tell my customers, I don't want to be at the next meeting and have you look at me with that weird look. Never want that. You know, we've got a great reputation, have had it for a long time, and I wanna maintain it. But asking that kind of a question, if you asked us, well what if new stuff comes up,

we have done, it's not our first time, this is what we do. And if it's another company, they should have a, you know, how many times have you had to charge more? We've never, but that's because we're very transparent.

Justin Bantuelle ([31:27](#)):

We commit to our,

Scott Zeitzer ([31:29](#)):

But we do commit to a number. If we screwed up, we thought supposed to take X number of hours, ended up taking x plus 10 hours, I did not go back to my customer. That's my fault. Now, if you come to me, and you tell me I need a new feature. That's our job also to go back and go, hey, that's something new. You didn't bring that up. Let's talk about

Justin Bantuelle ([31:47](#)):

But we work together to figure out how to make that happen.

Scott Zeitzer ([31:49](#)):

Let's talk about how to get that done.

Justin Bantuelle ([31:50](#)):

Whether it's cutting scope somewhere else,

Scott Zeitzer ([31:52](#)):

But ask those questions. Right, Michael? I mean, yeah.

Michael Roberts ([31:55](#)):

Guys, we've covered everything there is to know about prototypes, so, congratulations. You know, in this one episode, we've covered it all. No I, I do appreciate that as, as we're all saying here, like, this is all case by case. Like everything that we're talking about here is like, there's a unique, unique scenario. You are going to need to talk to somebody, probably more than one somebodies to get into like, what is it that you need? What is the approach that you feel comfortable with? Who do you trust in this process? There's, there's a lot to go into all that. Guys, thank you. I appreciate it. We'll, we'll wrap for here today. Thank you.

Justin Bantuelle ([32:26](#)):

Sounds good.

Scott Zeitzer ([32:26](#)):

Have a great day.

Michael Roberts ([32:28](#)):

In our episode, we discussed all of the things medtech companies need to be thinking about when developing a prototype for their application, from determining your must-have features, to planning out the details and thinking through future iterations. Thank you to our viewers and listeners for joining us

for this episode. For more on the Health Connective Show, please visit [hc.show](https://hc.show) for previous episodes and Health Connective as a company.