

Working with **Podymos**

podymos.com



Table of contents



Click where
you want to go

1.	Meeting your team	06
2.	Understanding your device	07
3.	Ensuring accuracy of your clinical references	08
4.	Keeping your projects on track	09
5.	Future projects	11



Working with **Podymos**

Working with a new agency is a **big step**.

You want to know that your team **understands your goals, your technology, and the standards expected in the medical device space.**

This guide is designed to show you what it's like to work with Podymos, from how we assemble the team who will support and oversee your project, to how we ensure clinical accuracy and keep timelines on track, **it's all here.**





1 Meeting your team

Once **your strategy is developed and your proposal is approved**, you'll be introduced will to your dedicated team. **You'll meet them on a Teams call, where they'll already be well-versed in your goals, your product, and the objectives of your project.**

Your team will include your Account Director, Account Manager, and creative specialists, each hand-picked based on the specific needs of your project. Some bring particular expertise in messaging development, while others focus on interactivity or digital engagement.

No matter the focus, every member of your team has a strong background in medical devices, **so you can feel confident knowing you're working with people who understand your world and are ready to get started.**

2 Understanding your device

Before your project **officially begins**,

Our team will have already invested time in learning about your technology. Each team member has **three hours** dedicated to learning each week, so you're never charged for the time it takes to get us up to speed.

This means **we immerse ourselves in your technology, your competitors, and your clinical space ahead of time so we can make an impact from day one.**





3 Ensuring accuracy of your clinical reference

We take **referencing seriously**; it's built into every stage of our process.

To stay organised, we use a system called Zotero, where **all your references and supporting documents are carefully stored and managed.**

We add detailed notes within Zotero to track which claims are supported by which publications, **how you like them to be referenced, and where those claims appear across your materials.** This means we always know exactly what's being said, where it's being said, and what supports it.

Our entire team has access to this system, making it simple to maintain and update your references as new materials are created and claims approved. It's just one of the ways **we ensure your projects are not only compelling, but compliant.**

4 Keeping your project on track

Review periods

We move fast, but never at the expense of quality.

We take a staged and agile approach, sharing your project with you at key points throughout its development.

This ensures your project stays on track at every stage.

To help you get the most from each review, we've put together a best practice article.

Normally, we plan for you to have **two review rounds at each stage**, but we'll always try to accommodate additional reviews within the original project cost if they're needed.

If that's not possible, we'll provide an estimate upfront before any additional work is carried out.



Keeping you updated

Clear communication is key, which is why we build **regular updates** into your project workflow.

Every Friday between 3 and 5 pm, you'll receive a **status report** outlining what's been completed, what's in progress, and what's upcoming. **This gives you full visibility without needing to chase.**

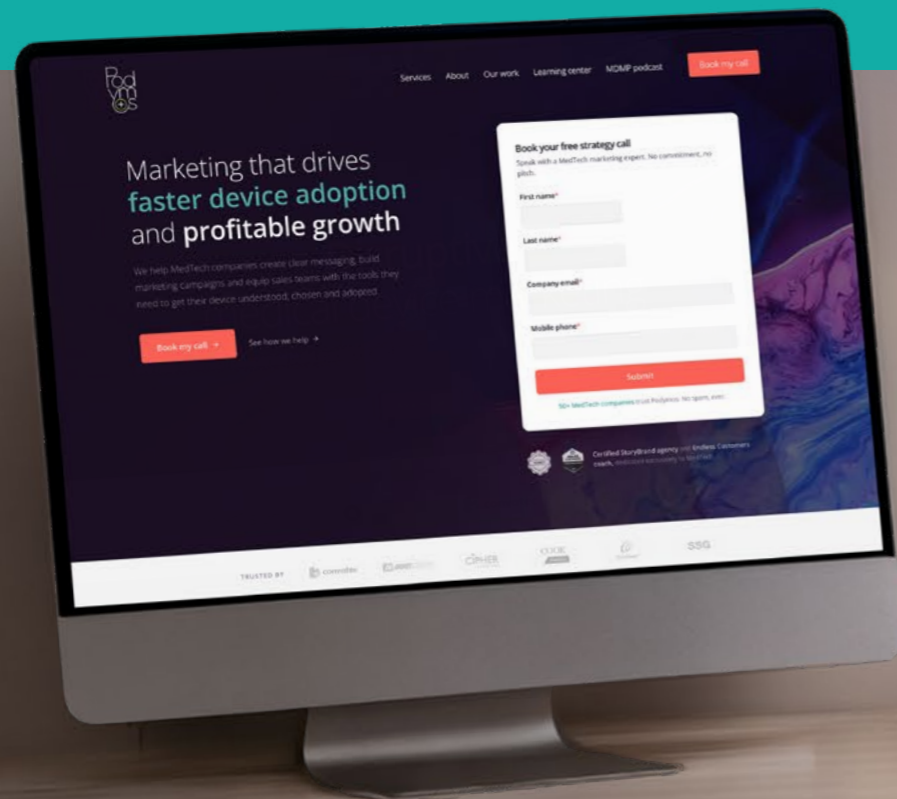
Additionally, we'll schedule **bi-weekly calls** to walk through your projects. This is a **chance to align, discuss feedback, and make decisions quickly so nothing stalls.**

These meetings are often weekly for larger projects or as a project gets closer to completion. These will all be budgeted into your initial proposal.

Invoicing your project

Projects under £7,500 are invoiced in two stages: 50% at the start and 50% on completion.

For projects over £7,500, we invoice in three stages: 50% when the project is commissioned, 25% at an agreed milestone, and the final 25% on delivery.



5 Future projects

How we **price** projects

As you continue to work with us, we offer flexible pricing options depending on your needs, whether that's **hourly support, project-based work**, or a **monthly retainer**.

Hourly work is invoiced at the end of each month, so you only pay for the time used. We find this works best for companies that have been working with us for a while and run lots of small, quick-turnaround projects.

Companies that want to spread spend evenly each month often choose a **retainer**, as it's ideal from a budgeting perspective. Within a **retainer**, projects can be run on a **'project basis'**, with a proposal provided at the start of each project, or on an **hourly** basis for smaller, faster-moving work.

All future projects will be fully costed, and timelines provided before starting.



Ready to get started?

We hope this guide has given you **a clear picture of what it's like to work with Podymos.**

If you have any questions, or would like to know more before moving forward, don't hesitate to reach out.

[Book your call](#)





Disruptive
medical device
communications

Published January 2026