The Medtech Candidate's **Guide** To **Company Research**

Discover how to combine online research with real conversations for the clearest view of a potential employer

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Welcome

The best candidates in medtech tend to share a common trait. It's not always that they have the most impressive qualifications or years of experience. More often than not, what makes them stand out is that they are familiar with the company before applying for a role.

They're not just regurgitating headline facts into cover letters either. They've read between the lines. They can discuss the values mentioned on the "About Us" page and explain how they are reflected in the company's community projects or goals.

That kind of preparation matters more now than it did in the past. Hiring processes are slower. Competition for the right medtech jobs is high. The right research is what helps you decide if a job and the company culture are a good fit for you.

Up to a third of employees leave their new job within 90 days, typically because they accepted the role without conducting thorough due diligence. They saw an impressive title or a competitive benefits package and ignored everything else. Then, when they started, it became impossible to ignore how bad the fit actually was.

The challenging part?

Researching a company isn't always as easy as it seems. You can learn some information from the organisation's official website, but not everything.

If you really want to dive beyond the marketing messages designed to attract candidates (and customers) to a business, it takes a little detective work.

This guide will take you through all of that, step by step. It's not about catching a company out, and it's not about memorising facts to impress an interviewer.

It's about understanding the place you might spend the next stage of your career journey.

The hiring process has slowed down. Roles in the medtech space stay posted for weeks, sometimes months. Interviews stretch over multiple rounds.

Recruiters are looking for more than someone who can "do the job." They want to see adaptability, curiosity, and a sense that you understand the role and company you are joining.

That kind of understanding doesn't come from a quick scan of the company homepage. The homepage will tell you the basics: what they sell, a few lines about values, but it won't tell you how decisions get made or what it's like to work under pressure there.

Those details come from elsewhere. A forgotten press release about a new product launch. The shift in tone between last year's annual report and this year's. A LinkedIn post celebrating a new office opening in another market. Even a casual comment from someone who left the company a year ago can change how you view the role.

Doing this kind of digging means you can walk into a conversation with a clear picture of the environment you're going to be stepping into, and whether the fit is there for both the employer and you.

So, where do you begin?

Foundation Research: The Website & Core Information

The website is where most medtech candidates start, and it's still the right first step. It's also where many stop, which is why this stage matters. Companies know this is the first place you'll look, so it's the most carefully managed version of their story. The key is to read it in a way that goes beyond what's printed on the page.

1 Strategic Website Analysis

Start with the "About Us" section. Don't skim, actually read it. Notice the tone. Some companies talk about their values in broad, sweeping terms. Others point to very specific commitments: the industries they serve, the customers they focus on, the way they measure success.

If there's a letter from the CEO or a leadership message, pay attention to the language. Does it talk about growth and opportunity? Or stability and tradition? Each signals something different about where the business is heading.

Products and services tell their own story. The main offerings are obvious, but look for what's tucked away, such as pilot programs, emerging services, or partnerships mentioned in passing. That's often where future priorities are hiding.

Press release archives can reveal even more. A series of announcements about hiring new technical staff or opening offices in certain regions hints at long-term plans.

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If it's a public medtech company, the investor relations section is worth a visit even if finance isn't your background. The "Letter to Shareholders" in the annual report is written for individuals who want to understand the direction, not just the numbers.

Compare it with last year's letter. See if the themes have shifted. Stability, ambition, and caution are patterns worth noting, particularly if you want to mention something interesting in the interview.

2 Basic Company Intelligence

Beyond the narrative, the basics matter. Check the size of the medtech company, the locations of its offices, and any recent changes to its structure. This gives context for the role. Joining a 40-person team in one location feels different from being part of a department spread across four countries.

Research key leaders, especially those you may encounter during the interview process. LinkedIn can display career paths, mutual connections, and even the duration of previous roles. Patterns here are telling. A leadership team with long tenures suggests stability. Frequent turnover in senior roles can mean a company is still finding its footing.

When preparing for an interview, it can help to know a little about the people you'll meet - not in a rehearsed, "I saw on LinkedIn you like hiking" way, but to understand their background. A hiring manager who has spent a decade with the company will likely have a different perspective than someone hired three months ago to bring new ideas and shake up the status quo.

The goal of this stage isn't to collect every fact, but to start building a mental picture. You're looking for threads you can follow later: themes, patterns, and questions to bring into the deeper research stages. The website is only the first layer, but if you read it carefully, it will begin to guide you toward your next step.

Financial and Business Intelligence: Diving Deeper

Once the surface of a company's story is clear, it's time to check what sits underneath. This can seem complicated for some medtech candidates – particularly if they're not confident with "analysis" work. But financial and market information can reveal more about the future of a role than almost anything else.

It shapes hiring decisions, priorities, and the pace of work. It can also indicate whether a company is thriving, holding steady, or under pressure, each of which creates a distinctly different experience for its people.

1   Public Company Analysis

Public medtech companies are the most straightforward to research. In the US, the SEC's EDGAR database holds everything from annual 10-K reports to quarterly updates, proxy statements, and disclosures. It can be dense reading, but you don't have to absorb every number. A few sections are worth making a habit of checking:

Letter to Shareholders: Usually found at the front of the annual report, this is the company speaking in plain language about where it is and where it's going.

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Management Discussion and Analysis (MD&A): Explains the "why" behind the numbers, like revenue trends, cost changes, and investment priorities.

Risk Factors: Often hidden in the later pages, this section lists challenges the business expects to face, from market changes to supply chain issues.

Comparing the latest annual report to the one before can be revealing. A shift from steady, measured language to bold growth targets signals a change in strategy. The opposite can indicate a pullback or more cautious approach.

Quarterly earnings calls add another layer. They're part numbers, part performance. Even if the detail isn't relevant to your role, the tone tells you a lot. Leaders who speak openly about challenges tend to build trust. Those who stick to vague reassurances may be masking bigger issues.

For deeper benchmarking, platforms like Intelligise and Contexxia enable investors and analysts to compare SEC filings across companies within the same industry. That's useful if you want to understand how one business compares to its competitors.

2 Private Company Research

Private medtech companies keep their finances closer to their chest, but there are still signals. Crunchbase is a good starting point. Funding rounds, investor names, and acquisition history can tell a story. A company with recent funding may be in growth mode, while one without updates for several years could be more cautious.

Industry reports often name key players and market shares, which helps position the company against its peers. Local business journals can also be unexpectedly useful. A short piece on a lease for a bigger office, or the appointment of a new CFO, can be just as telling as a press release.

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3   Industry Context

Remember, even healthy medtech companies are often affected by what's going on in the wider industry. The more you understand about the market, the more you can see what kind of pressures and opportunities will shape the organisation's future.

Use market reports from Gartner, Forrester, and other reputable groups to track down growth rates and forecasts, key competitors in the space (and their latest moves), and opportunities. Pay attention to economic and regulatory factors that may impact the company's future, as well as the broader hiring landscape.

Understanding market share can also be a powerful interview tool. Being able to say, "I saw your main competitor increased their share in Europe last quarter, how is the team here approaching that?" shows preparation that goes beyond the obvious.

4   Social Media and Digital Footprint Analysis

The company website tells one story. Social media tells another. It's where a medtech organisation shows its day-to-day face to the world - often curated, sometimes revealing, and always worth paying attention to. The challenge is knowing how to read it.

5   LinkedIn Intelligence Gathering

LinkedIn is the most structured place to start. It's built for professional networking, so the information there is designed to be found.

Begin with the company's main page. Scroll past the headline and look at recent updates. What gets posted most often? Some companies share every press release. Others highlight staff promotions, community involvement, or behind-the-scenes photos. The focus gives away what they want people to notice.

Search for employees in the department you're targeting. Patterns start to appear:

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Career paths: Do people move up internally or leave for similar roles elsewhere?

Tenure: Long stays suggest stability. Frequent departures within the same team may indicate issues with turnover.

Backgrounds: Similar experience across the team might show a preference for certain industries or skill sets.

Connection mapping can help here. If you see mutual contacts, consider reaching out for an informal conversation. Even a brief discussion can add depth that you won't find in any profile.

Multi-Platform Social Research

Once LinkedIn has provided the structure, other platforms can fill in the details with colour or colour. Each one has its own style, and can offer unique insights into the medtech company you're considering:

- **Facebook** often mixes customer-facing content with recruitment posts. Look for how they interact in the comments: quick, friendly responses suggest a service-driven culture.

- **Instagram** leans heavily on visuals. Office spaces, events, charity days, and product launches all give clues about what's celebrated internally.

- **X** is more conversational. Here you'll find medtech industry commentary, leadership voices, and real-time reactions to news. Watch for how they engage with criticism as much as praise.

- **YouTube** is less common but can be rich in detail: recruitment videos, recorded webinars, and conference talks often reveal tone, priorities, and how senior leaders present themselves.

One report found that around 91% of employers use social media in their hiring process. That means for most organisations, the presence is intentionally aimed at attracting the right people. It's usually going to reveal something useful.

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Social Media Best Practices for Research

Looking at a medtech company's social media presence works both ways. Around 70% of employers check candidate profiles during the hiring process, so researching them is also a good time to review your own public presence. Make sure what's visible aligns with the impression you want to give.

There are a few simple principles worth following:

- **Stay ethical**: Avoid digging into private spaces or sharing anything from employee posts that isn't clearly meant for public view.

- **Respect boundaries**: Public posts are fair game, but don't treat them as definitive proof of company culture. They're one piece of the puzzle.

- **Look for patterns, not one-offs**: A single complaint or glowing post isn't the whole story. Multiple similar posts over time provide more insight.

- **Use it to shape questions**: If social media shows a lot of emphasis on expansion, ask in an interview how that growth affects the role.

Conducted well, social media research provides more than just facts; it also offers context. It's not just about whether the company posts on Instagram, but about what those posts say, who they celebrate, and how that compares to what you've learned from other sources.

Combining your earlier website and financial research, a clearer picture begins to form of how the company perceives itself and how it wants others to perceive it.

Employee **Review Platforms** and **Insider** Insights

Employee reviews are one of the few places where you can see the company through the eyes of the people working there, or who recently left. They aren't perfect. Some reviews are emotional, rushed, or written after a particularly good or bad day. However, patterns across multiple reviews often reveal aspects of a company's culture and operations that official channels may not disclose.

Glassdoor Mastery

Glassdoor remains one of the most widely used review sites in the recruitment process. Around 71% of job seekers in the UK use it during their search, and nearly half of those focus only on reviews from the past six months. That recency bias matters. A review from three years ago might describe a very different company if leadership, ownership, or business priorities have undergone significant changes.
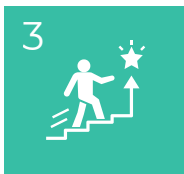
When reading Glassdoor, look for the factors most candidates care about:

1 **Compensation and benefits**: Not just salary levels, but whether pay is seen as fair for the work involved.

2 **Work-life balance**: Patterns here can hint at expected working hours, flexibility, and management attitudes toward time off.

3 **Career opportunities**: Are people moving up internally, or leaving to advance elsewhere?

4 **Culture and values**: How well do employees feel the company lives up to its stated mission?

CEO approval ratings can also be telling. A high score doesn't mean the company is perfect, but it does suggest trust in leadership. A sharp drop over time may signal internal changes that warrant further investigation.

Alternative Review Platforms

Glassdoor isn't the only source. Indeed has its own company review section, along with Q&A threads where current or former employees answer practical questions about the workplace. The tone here can be more casual, and sometimes more candid.

Industry-specific forums can also offer valuable insights. For example, tech professionals might use Blind, while healthcare workers share experiences in specialist community boards. These spaces often have fewer posts but can contain more role-specific detail.

Feedback from professional networks, both online and offline, can fill in gaps. People in your field often know which companies invest in their staff and which are experiencing high turnover. Alum networks, from universities or previous employers, are also valuable. A brief message to someone who has worked at the medtech company can confirm or challenge what you've read in public reviews.

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Advanced Review Analysis Techniques

A single review, good or bad, is an anecdote. What matters is what comes up repeatedly. Look for recurring themes across multiple reviews.

Check both positive and negative comments. If employees repeatedly mention supportive managers, strong training, or generous benefits, those points carry more weight. The same is true for repeated mentions of poor communication, long hours, or limited advancement.

Balance is important. Every company has both strengths and weaknesses. Reviews that are entirely glowing or entirely negative are less useful than those that acknowledge both positive and negative aspects. It's often the mix: "great team, but heavy workload in busy periods" that gives you the most accurate insights.

Certain comments should be treated as red flags. Examples include repeated claims of unpaid overtime, high turnover in key roles, or persistent issues with pay accuracy. While one mention could be an exception, consistent reports across months or years suggest a pattern.

Network Intelligence and Human Sources

Some of the most useful details about a company never make it into the "public" sphere. They often come out in off-the-cuff conversations or remarks from people who feel at ease. That's why it's so valuable to take advantage of your medtech network.

The simplest starting point is people you're already linked to in some way. LinkedIn makes this easier: type in the company name and see who appears. A former teammate, an old classmate, someone you met at a conference two years ago. Even a mutual contact who could make an introduction. They're all useful.

Reach out with a short, polite request for a conversation. Ask for an informal chat, or just let them know that you're interested in catching up. These chats can reveal things no public review will, such as whether the pace is sustainable, how teams actually work together, or which parts of the business are really driving decisions.

Alum groups are another route. Shared history makes it easier to break the ice. People in those circles tend to speak more openly, especially if they know you're coming in with genuine curiosity.

Generally, events in the medtech industry operate differently. It's not the panel discussion itself where the real insight happens; it's the moments between sessions. Standing in the coffee line, someone mentions that their department has been restructured twice this year. That's the kind of detail that changes how you read everything else you've found.

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Advanced Networking Strategies

If possible, talk to someone doing the medtech role you're aiming for, or something close to it. They'll know the things job ads leave out: what a typical week looks like, where the real bottlenecks are, and which projects get recognition.

Watch how employees interact when they're in public settings. On a LinkedIn thread, at a meetup, or when introducing oneself to others at a conference, tone comes through. You can often hear whether a culture is easy-going, collaborative, guarded, or tense.

Professional associations and smaller meetups can be even more revealing than big conferences. In smaller rooms, people tend to speak more plainly. You might hear how things have changed over time, or why someone left after years in the same role.

Competitive Intelligence and
Market Positioning

Once you've looked inside the company, it's helpful to step back and assess its market position. The view is different from a distance. You notice who it's running alongside, and who it's chasing.

Start by naming the main competitors. Some will be obvious, and others will be the big brands in the same line of work. Others take more digging. Sometimes the real threat is a small outfit growing fast, or a company in a related field that's moving into the same territory.

Look at their websites and news feeds. You're not after every detail, just the big moves: new product launches, changes in leadership, expansion into new regions. Those choices hint at where the market's going.

Reading the Market

Set up Google News alerts for both the medtech company and its rivals. That way, you catch the stories they don't write themselves about regulatory changes, sector slowdowns, or sudden partnerships. Trade publications are even better. They explain the reasons behind the moves, not just the moves themselves.

It's also worth glancing at market forecasts. They can show whether the industry is on an upswing or tightening its belt. If the company is well-positioned for what's to come, it suggests stability. If not, it may explain a slower hiring pace or a shift in focus.

The goal here isn't to collect every fact. It's to get a feel for the game they're in, how they're playing it, and whether it's a game you want to join.

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Implementation Roadmap: Mastering the Research Journey

You don't have to go through every step of the research above at once. In fact, trying to dive into too much too fast can end up confusing you. Usually, it's easier if you work in stages:

Phase 1: Foundation Research: Week 1

Begin with what's right in front of you. The company website is obvious, but don't just hit the careers page and stop. Read the About Us. Look at the leadership team bios. Skim their press releases.

If they're public, pull up the latest annual report. You don't need to understand every table; see what they're highlighting. For private companies, you might be checking Crunchbase or even old local news pieces to find growth milestones.

Somewhere in here, check who else they're up against. You don't have to go deep yet, even ten minutes clicking through competitor websites can plant questions for later.

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Phase 2: Deep Dive: Week 2

This is where you go beyond the official voice. Scroll through their LinkedIn posts. Watch who's commenting and how often. Look at employee profiles; sometimes you'll notice clusters of people leaving for the same company, or a lot of new hires in one team.

Read reviews on Glassdoor or Indeed, but don't get lost in them. A few patterns will jump out. Make a note. Ignore the extremes.

If you know someone who works for the medtech company, or has worked there in the past, now's the time to send a short message. Not everyone will reply, but when they do, you'll probably get more clarity in ten minutes than you did in hours of reading.

Phase 3: Pulling It Together: Week 3

By now, you'll have scraps of information from all over. Put them side by side. You'll start to see where they match up, and where they don't. That gap can be just as interesting.

Work out the questions you still want answered. Match what you know about yourself to what you think they need. This isn't about guessing the "right" answer; it's about knowing whether you fit.

Phase 4: Keep It Current: Ongoing

Even if you've applied, keep the radar on. A leadership change, a new product, a merger – most of these things happen faster than you'd expect. Setting up Google News alerts takes a few minutes. Skimming their LinkedIn feed once a week takes even less.

Half the time, you'll find nothing new. The other half, you'll catch something just in time to bring it up in a conversation, and that can change how you're remembered.

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Bringing It All Together

Company research is less about ticking boxes and more about building a picture you can trust. Some of it will come from official sources like the website, the reports, the press releases, but the real understanding of a medtech business often comes from the edges. A casual comment in a review. A conversation at a networking event. A detail buried in a competitor's announcement.

The process takes time, but it changes everything. You walk into interviews with sharper questions. You see the company in its real context, not just through the lens of a job ad. You can make a call with more confidence about whether this is somewhere you want to commit your time and energy.

Not every piece of information will fit neatly into a single category. It's normal for things to feel a bit contradictory; the truth often is. The point isn't to find perfection, it's to know enough to choose wisely.

Whether you're chasing a first role, switching industries, or stepping into leadership, this kind of research puts you on steadier ground. It's not about catching a company out. It's about making sure you can show up informed, and that when you say yes, you're saying it to the right place, at the right time, for the right reasons.

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About Advance

We are a specialist talent solutions provider within the medical sales and marketing sector. Our tailored services include executive search and bespoke recruitment solutions which help our clients reduce time-to-hire and cost-per hire while increasing retention rates. We serve as a strategic partner to support the talent acquisition needs within your business.

While we support a diverse portfolio of clients from blue-chip corporations to ambitious SMEs, our approach particularly benefits start-ups and smaller organisations with limited internal recruitment resources.

Memberships

The REC is the voice of the recruitment industry, speaking up for great recruiters.

It drive standards and empowers recruitment businesses to build better futures for their candidates and themselves. They are champions of an industry which is fundamental to the strength of the UK economy.

REC members are recognised for their professionalism and the value they provide to clients and candidates. If a recruitment agency displays the REC logo, it's a sign of quality. It demonstrates that they have passed the REC Compliance Test and adhere to their Code of Professional Practice.

Advance Recruitment's values are aligned to that of the REC and you are guaranteed a high standard of ethical conduct and professional behaviour.

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"Thank you Karen... you were a legend.

During my 24 years in the medical industry I have dealt with a number of different medical recruiters.. both as a active employee looking for their next move and as an RSM looking for a new position to be filled .. and to say that Karen excelled in her contact, conversation, communication and vibe is an understatement - she was simply outstanding. Karen I feel took the time to align me to the correct role and company culture for me which is huge. I'd strongly recommend Karen to anyone in my medical device community"

– Ryan W

"From the initial contact about the opportunity proposed, Liv has been amazing. Always catching up to see how you're doing and answering any questions you may have. It was a pleasure working with Liv and she made the process of looking for a new opportunity a breeze"

– Krzysztof S