

MEDTECH BUSINESS REVIEW

DRIVING MEDTECH SUCCESS



DEEP DIVE

SOLVING THE HARDEST MILE IN MEDICAL DEVICE SALES

The company combines deep local market knowledge with a selective approach to manufacturer representation, covering surgical, spine, orthopedic and sports medicine-related products while also bringing expertise in sterile processing and infection prevention.

A medical device manufacturer can have an excellent product and still struggle to gain traction in a competitive hospital market. Success depends on far more than product performance. It relies on established call patterns, supply chain credibility, surgeon confidence, clinical education, responsive service and the persistence needed to navigate busy hospital systems. In markets such as New York City and New Jersey, maintaining direct sales coverage can be especially expensive. Dense account concentration, complex hospital networks and significant travel demands increase the cost of serving the territory in ways that are not always reflected in a sales forecast.

That reality changes how executives should evaluate a medical device sales agency. Coverage is not simply about the number of representatives assigned to a territory. What matters is whether those representatives can maintain a meaningful presence across multiple points of care without spreading themselves too thin. A sales professional who can move comfortably between conversations with surgeons, sterile processing teams and physician preference committees brings far more value than someone focused on a single product discussion. Breadth matters only when it strengthens relationships instead of diluting attention.

The agency's manufacturer portfolio deserves the same level of scrutiny. Hospitals gain little from agencies representing too many unrelated product lines, and manufacturers lose out when field teams cannot devote enough time to each offering. The strongest agencies are selective about the companies they represent. Their product portfolios support common call patterns, complementary clinical discussions, shared decision-makers and enough account density to keep representatives productive throughout the day. That is where an independent agency often has an advantage. It can build its business around territory expertise and field productivity in ways that may be difficult for a national direct sales model to justify in high-cost metropolitan markets.

Credibility inside the hospital is equally important. Medical device sales are closely tied to patient care, so agencies cannot function solely as commercial representatives. They need to understand how new products affect instrument availability, physician preferences, operating room readiness, sterile processing workflows and purchasing decisions. Buyers should

look for agencies that can communicate effectively with both clinical teams and supply chain leaders without treating either audience as secondary. The goal is not to bypass established hospital processes but to make decision-making more effective by combining relevant products, dependable service and informed field support.



The breadth of an agency's expertise also becomes more valuable as hospitals ask fewer vendors to provide broader support. Agencies with experience across surgical devices, spine, orthopedics, sports medicine, sterile processing and infection prevention can help manufacturers expand their presence without forcing hospitals to manage multiple disconnected vendor relationships. That broader perspective also gives hospital buyers more context when evaluating cost, workflow compatibility and product value. Breadth, however, only becomes an advantage when the agency combines a disciplined product portfolio, experienced representatives and a focused service model.

Health Concepts Partners is well-positioned for manufacturers seeking medical device sales support across New York, New Jersey and surrounding regional markets. The company combines deep local market knowledge with a selective approach to manufacturer representation, covering surgical, spine, orthopedic and sports medicine-related products while also bringing expertise in sterile processing and infection prevention. Its strength lies not in broad distribution claims but in its ability to work effectively within complex hospital systems while representing a carefully selected group of manufacturers with complementary field needs. For organizations looking to improve market access through disciplined product representation and hospital-informed field support, **Health Concepts Partners** offers a practical and well-aligned solution. [MED](#)

Health Concepts Partners

Bridging Healthcare Innovation and Clinical Adoption

The metropolitan regions of New York and New Jersey are home to some of the nation’s most influential hospitals and healthcare systems. But even top medical device manufacturers face significant obstacles in bringing innovative products to these institutions. High operating costs, dense traffic, logistical hurdles and limited market access create barriers that can prevent advanced technologies from gaining traction. In turn, healthcare providers struggle to gain products and services that improve operational efficiency and patient care.

Health Concepts Partners (HCP) bridges the gap between healthcare innovation and clinical adoption through a comprehensive clinical support model. Acting as a single partner for manufacturers, it provides the reach, relationships and market expertise needed to access multiple areas of the healthcare ecosystem. This empowers manufacturers to supply healthcare systems with best-in-class solutions that lead to better patient outcomes.

HCP’s portfolio is built around three core pillars of clinical excellence—surgical, spine and orthopedics. Its offerings include surgical instrumentation procurement and repair services, spine implant and biologics solutions, and a growing orthopedic and sports medicine division developed in response to customer demand. These capabilities are complemented by infection prevention and sterile processing services, extending its reach across both clinical and operational hospital functions.

“We’re a multifaceted and multidivisional medical device distribution agency that has the distinct ability to work throughout an entire hospital or hospital system,” says Robert Crimi, president.

Crimi founded HCP in 1997 alongside his father, Dennis Crimi, former president of New York City’s St. Luke’s-Roosevelt Hospital Center. Their goal was to help manufacturers overcome the challenge of establishing effective sales channels in the highly competitive and complex New York and New Jersey healthcare markets while improving hospitals’ access to valuable technologies and services.

Delivering Impact Across Every Hospital Function

A disciplined partnership strategy defines HCP’s operating model. Rather than pursuing a high volume of manufacturer

relationships, HCP deliberately partners with a select portfolio of industry-leading companies that share its long-term vision and commitment to clinical excellence. This focused approach enables its sales representatives to develop deep product expertise, cultivate meaningful hospital relationships, and deliver exceptional clinical support. At the same time, manufacturers benefit from expanded access to key health systems, stronger market penetration, and a highly engaged commercial partner capable of accelerating sustainable growth.

The model also strengthens relationships across healthcare systems. Through regular engagement with physicians, sterile processing teams, supply chain leaders and C-suite executives, HCP gains a broad perspective on hospital operations. This allows it to guide its sales reps to identify the challenges faced by hospitals and connect them to the right manufacturers. This also eases hospitals’ access to technologies, products and services that improve their operational efficiency and patient outcomes.

One of the clearest examples of this approach is HCP’s support for New York City hospitals facing instrument repair challenges.

Traditional repair models required service vehicles to navigate some of the country’s most congested streets, creating delays and inefficiencies. HCP partnered with Aesculap, a B. Braun company, to develop a different solution. Rather than bringing repair vans into the city, instruments were transported via carriers to a specialized repair facility in New Jersey, repaired and returned the same day.

The result was improved efficiency, scalability and repair quality. Today, HCP is the largest instrument repair provider of its kind in New York City.

A Legacy of Trust in Healthcare Distribution

For nearly three decades, HCP has built its reputation on regional expertise, broad healthcare-system access and a carefully curated portfolio of leading medtech manufacturers. These strengths have made it a trusted partner for healthcare providers and medical device companies throughout New York and New Jersey. It continues to grow across the metropolitan areas of New York, New Jersey, Long Island and parts of Pennsylvania.

Health Concepts Partners’ healthcare innovation distribution model and trusted relationships across hospital systems will continue to support medical device manufacturers seeking to connect with world-class hospital systems, ultimately improving the lives of patients with advanced medical devices. [MID](#)



Robert Crimi,
President



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