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by

TELA Bio, which makes hernia mesh that incorporates both sheep tissue and polymer fibers, has seen a jump in sales as concern about plastic mesh grows. Here's company CEO Antony Koblisch on how they successfully marketed OviTex products to all stakeholders.

“The value proposition must resonate for everybody. It must resonate for the patient [as] something safer and better. It must resonate for the surgeon – easy to use, great outcomes, versatile. And then it must resonate for the supply chain, understand the costs, and have a value proposition.” – Antony Koblisch, CEO, TELA Bio

- Find out more: [OviTex Sales Up 58% As More Doctors Seek Alternatives To Traditional Hernia Mesh](#)

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