

Reimbursement Letter Template

Subject: Request for Professional Development Support – Medtech Brand Academy

Hi [Manager's Name],

I'm writing to request approval and potential reimbursement for enrolling in a professional development program that directly supports my role and growth in medtech marketing: Medtech Brand Academy (<https://www.medtechbrandacademy.com>).

It's a self-paced course specifically designed for medtech marketers like me—especially those who came into marketing from sales, clinical, or engineering backgrounds. The curriculum focuses on turning marketing into a true strategic function by teaching brand strategy in a medtech-specific context. Topics include:

- Brand architecture and positioning
- Product vs. corporate branding
- Creative strategy and campaign development
- Working with agencies
- And more, including real-world examples from top medtech brands

The course was developed by [Howie Chan](#), a former medtech marketer and ex-managing director of brand strategy with experience across both startups and Fortune 500s. What I find most valuable is how actionable and industry-specific it is—something most generic marketing courses don't offer.

Here's why I believe this is worth the investment for our team:

- It will help me make more strategic contributions to our brand initiatives
- I'll be better equipped to translate complex product value into clear, differentiated messaging
- It will improve how we collaborate with agencies and internal stakeholders
- The course includes tools and templates I can bring back and use with our team immediately

The one-time tuition is **[insert cost here]**, and it's self-paced, so it won't interfere with my current workload. There are also weekly office hours and support from other medtech marketers as part of a community. I'm confident the insights and tools I gain will have an immediate impact on our work—and I'd be happy to share key takeaways or run an internal mini-session afterward, if helpful.

Let me know if you'd be open to discussing this further or need any additional information.

Thanks for considering this opportunity—I truly believe it will enhance the work we're doing.

Best regards,

[Your Name]