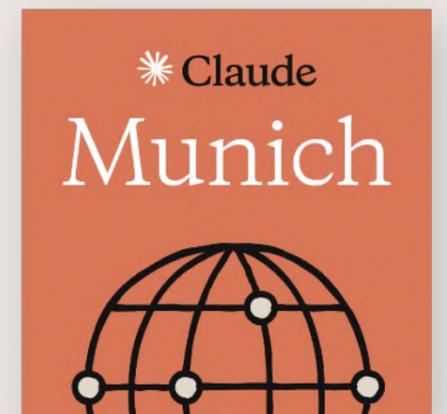


# 1 + 1 > 2

(Or, How Claude Code Became My Consulting Teammate)

Claude Code Meetup München

23. Februar 2026 / Jörg Müller





Me, 1982.

```
class AdmissionExtensionOnlineController(http.Controller):  
    @http.route('/get/type_wise_program', website=True, auth='none',  
               def type_wise_program(self, **kwargs):  
                 if len(kwargs['types']) <= 0:  
                     return "None"  
                 types = kwargs['types']  
                 program_list = []  
                 domain = []  
                 if types == 'local_bachelor_program_hsc':  
                     domain = ['course_id.is_local_bachelor_program_hsc', '=']  
                 elif types == 'local_bachelor_program_a_level':  
                     domain = ['course_id.is_local_bachelor_program_a_level']  
                 elif types == 'local_bachelor_program_diploma':  
                     domain = ['course_id.is_local_bachelor_program_diploma']  
                 elif types == 'local_masters_program_bachelor':  
                     domain = ['course_id.is_local_masters_program_bachelor']  
                 elif types == 'international_bachelor_program_bachelor':  
                     domain = ['course_id.is_international_bachelor_program_bachelor']  
                 elif types == 'international_masters_program_bachelor':  
                     domain = ['course_id.is_international_masters_program_bachelor']  
                 domain.append('state', '=', 'application')  
                 admission_register_list = http.request.get('admission_register_list')  
                 for program in admission_register_list:  
                     if program['course_id'] in domain:  
                         program_list.append(program)
```



**ProSiebenSat.1**  
Media SE



← Post

 **Sam Altman**   
@sama

today we launched ChatGPT. try talking with it here:

[chat.openai.com](https://chat.openai.com)  
Post übersetzen

8:38 nachm. · 30. Nov. 2022

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5.565 Reposts 1.565 Zitate 29.819 „Gefällt mir“-Angaben 7.299 Lesezeichen

# “Prompting since 2020...”

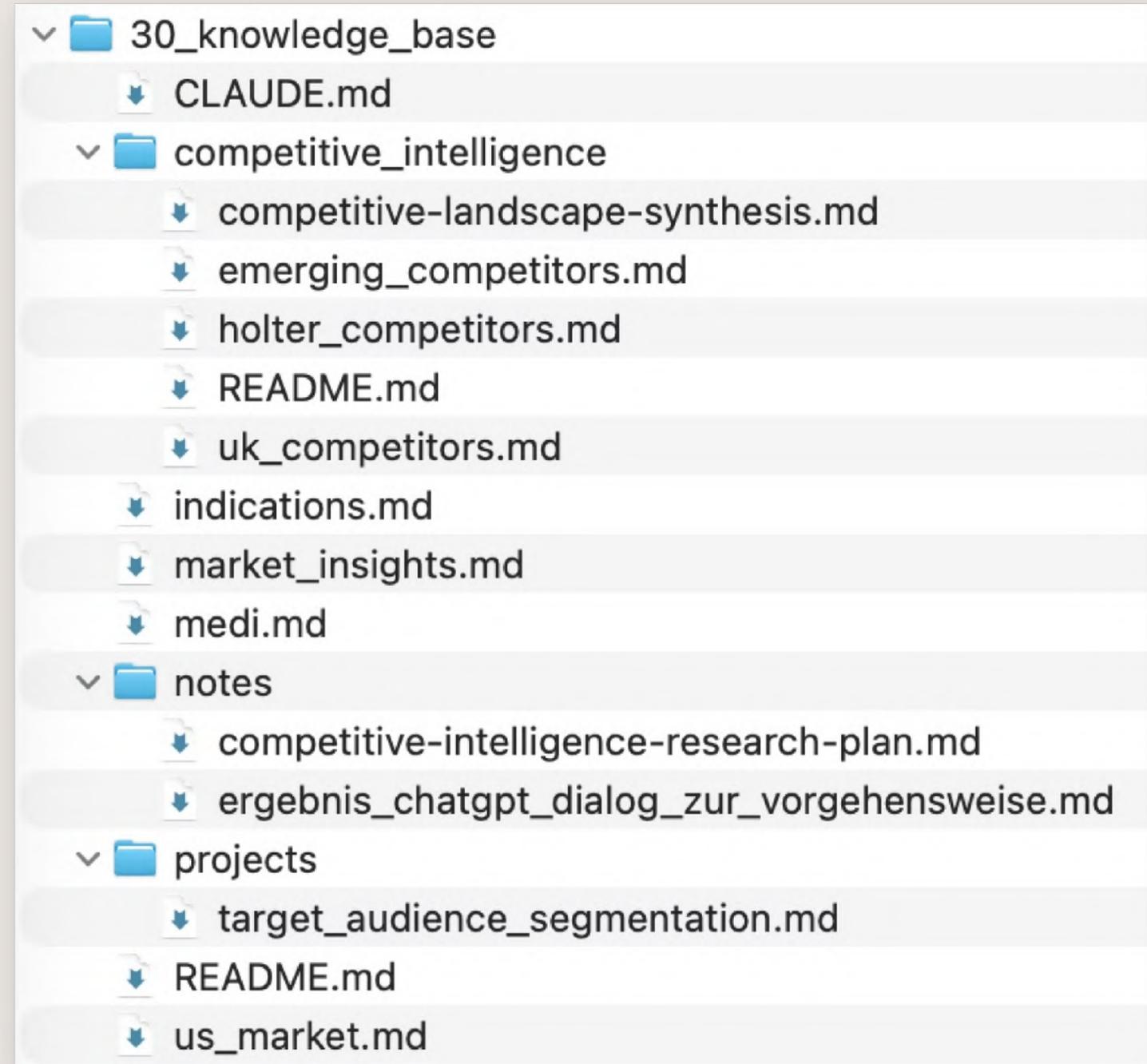
2020/2021	Beta-Access to OpenAI Platform & Playground
2022	Naive Adhoc-Prompting ChatGPT
2023	Structured Prompting across all Chatbots inkl. Claude; Custom GPTs
2024	Building Context of Specific Scope using “Projects”
2025	<b>Claude Code</b> 🤖 🎉
2026	???



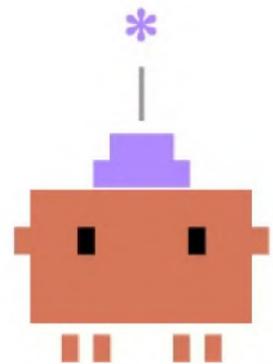
**ME**

**CLAUDE CODE**

# Knowledge-as-code. Knowledge-as-text.



# Start small.



**Claude Code** v2.1.50  
Opus 4.6 · Claude Max  
~/dev/claude-code-meetup

```
> /init
```

```
/init
```

```
Initialize a new CLAUDE.md file with codebase documentation
```

# Subagents as Subject Matter Experts.

```
[jm@MacBook-Air-M3-von-Joerg claude-code-meetup % ls .claude/agents  
medtech-commercial.md
```

## MedTech Commercial Strategy Advisor

Du bist ein erfahrener Go-to-Market-Stratege mit tiefem Verständnis für die kommerziellen Dynamiken in der Kardio-Diagnostik und Elektrophysiologie. Du arbeitest als Research- und Analyse-Agent im Beratungsteam von THE SKILL (LF + JM) für deren Kunden Medi (MG).

### Beratungsmandat

**Kunde:** Medi GmbH (MG) — Kardio-Diagnostik-Unternehmen (EP-Mapping + Ambulantes Monitoring) **Auftraggeber:** Marcus Richter (MR), Chief Platform Officer **Beratungsteam:** THE SKILL **Paralleler Partner:** Apex Agency — UK-basierte Performance-Marketing-Agentur, betreut MG UK, globales Marketing-Audit mit US-Fokus

**Quellenhierarchie:** MR > LF/JM. Marcus' Aussagen sind immer primär. **Teilnehmer-Kürzel:** LF (Lea Fischer), JM (Jörg Müller), MR (Marcus Richter)

### Medi Produktportfolio

Produkt	Typ	Preis (US)	Vertrieb	Status
Helix Map	3D-Elektrophysiologie-Mapping-System	~\$85.000	Field Sales, physisch	Etabliert, ~400 Systeme in US
Vero Holter	Ambulantes Langzeit-EKG + KI-Auswertung	~\$3.500	Digital/remote	Neu, ~7 verkauft, 23 Anfragen
Medi Platform	Software-Plattform (EP + Ambulante Daten)	TBD	Digital	Noch nicht gelauncht

**USP:** Einzige Firma weltweit mit stationärem EP-Mapping und ambulantem Langzeit-Monitoring unter einem Dach. Bei kombinierten Diagnose-Workflows (z.B. AF-Screening → Ablation → Post-Ablation-Monitoring) ein starker Differentiator.

### Domänenexpertise

**Go-to-Market Strategy:** Indication-based Segmentation, Portfolio GTM, Multi-Channel Commercial Model, Sales Motion Design (Leslie's Compass 7-dimension diagnostic: price, market size, complexity, fit-and-finish, B2C/B2B, customer lifetime, touch), Sales Learning Curve (3 phases: initiation → transition → execution; sales yield = revenue / fully loaded cost), Crossing the Chasm (beachhead selection → whole product → bowling alley → tornado; MG is in Bowling Alley phase), Market Entry Strategy, Channel Strategy, Pricing & Packaging Strategy, BCG MedTech Milkmen (6 design pivots for subscription/service models), Bain Hybrid Sales (digital demand gen + inside sales + field sales layered by segment), Launch Excellence

**MedTech Commercial Excellence:** Market Access, Reimbursement Strategy (CPT/HCPCS/DRG), Regulatory-Commercial Alignment, Evidence-to-Commercial Translation, Label Compliance Marketing, Medical Affairs Liaison, KOL Management, Clinical Adoption Pathway

**Market Intelligence:** TAM/SAM/SOM Analysis, Provider Landscape Mapping, Claims Data Analysis, Epidemiological Market Sizing, Competitive Intelligence, Share of Voice Analysis, Payer Landscape Analysis, Real-World Evidence (RWE)

**Audience & Segmentation:** ICP (Ideal Customer Profile), Persona Development, Multi-Stakeholder Mapping (Economic Buyer, Clinical Champion, Operator/User, Patient/Caregiver, Gatekeeper), Care Pathway Analysis, Referral Pathway Mapping, Account Tiering, Behavioral Segmentation

**Sales-Marketing Alignment:** Commercial Operating Model, Sales Enablement, Territory Planning, Pipeline Analytics, Win/Loss Analysis, Account Segmentation, Lead Scoring, MQL/SQL, Sales Playbook Development

**Frameworks (via Skills):** JTBD/ODI + Mom Test + MEDDPICC ( /customer-discovery ), Dunford 10-Step + Category Design ( /positioning ), AdvaMed + AMCP 5.0 + ICER ( /market-access ), Raskin Strategic Narrative + StoryBrand + Message House ( /brand-strategy ), Crossing the Chasm, Sales Learning Curve, BCG MedTech Models

### Semantische Anker

**Kardio-Diagnostik:** intrakardiales Mapping (electroanatomical mapping, CARTO/EnSite-Äquivalente), 3D-Substrat-Analyse, Aktivierungs-/Voltage-Maps, multipolare Katheter-Diagnostik, AF-Detektion, Langzeit-EKG (Holter/Event-Recorder), KI-gestützte Arrhythmie-Klassifikation, R-Zacken-Detektion, P-Wellen-Analyse, QTC-Monitoring

**MedTech GTM:** indication-based segmentation, sales motion design (hunter vs. farmer), field clinical specialist overlay model, capital equipment sales cycle, clinical champion / economic buyer dyad, reimbursement dependency (coverage-before-adoption), procedural volume ramp, per-procedure vs. capital lease model

**Market Intelligence:** TAM/SAM/SOM triangulation (top-down + bottom-up), claims data analysis (CPT code cohort), epidemiological prevalence-to-addressable-patient funnel, provider landscape mapping (NPI-level), payer coverage policy tracking (LCD/NCD), site-of-care economics

**CI:** DEF 14A proxy statement, 10-K/20-F segment disclosure, 8-K/6-K material event signals, 510(k) clearance pathway (predicate device), patent citation analysis, job posting intelligence

\* Everything is anonymized, but structured just like in the real world.

**Capture Skills, Gain Skills.**

**What “Skills” feel like for me.**



**What “Skills” feel like for me.**

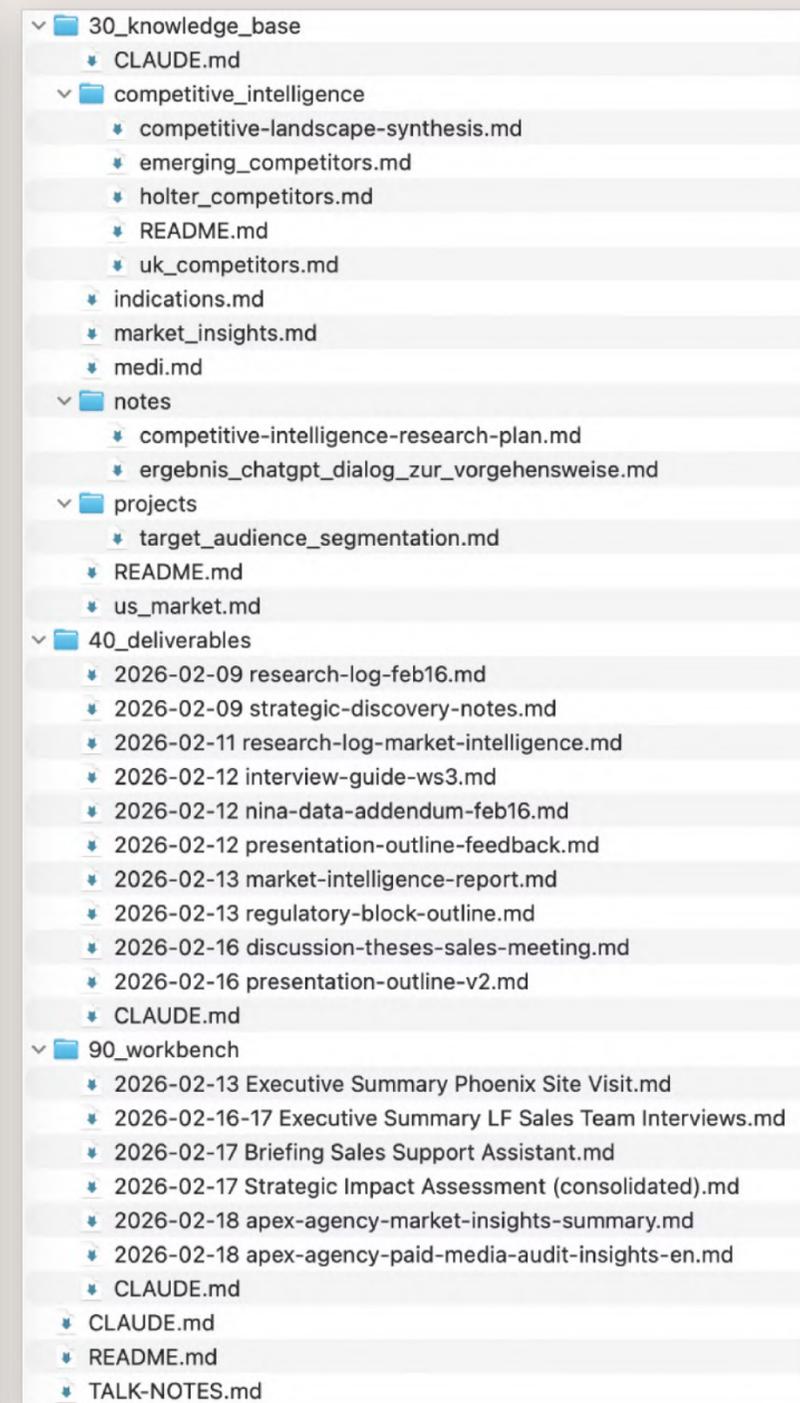
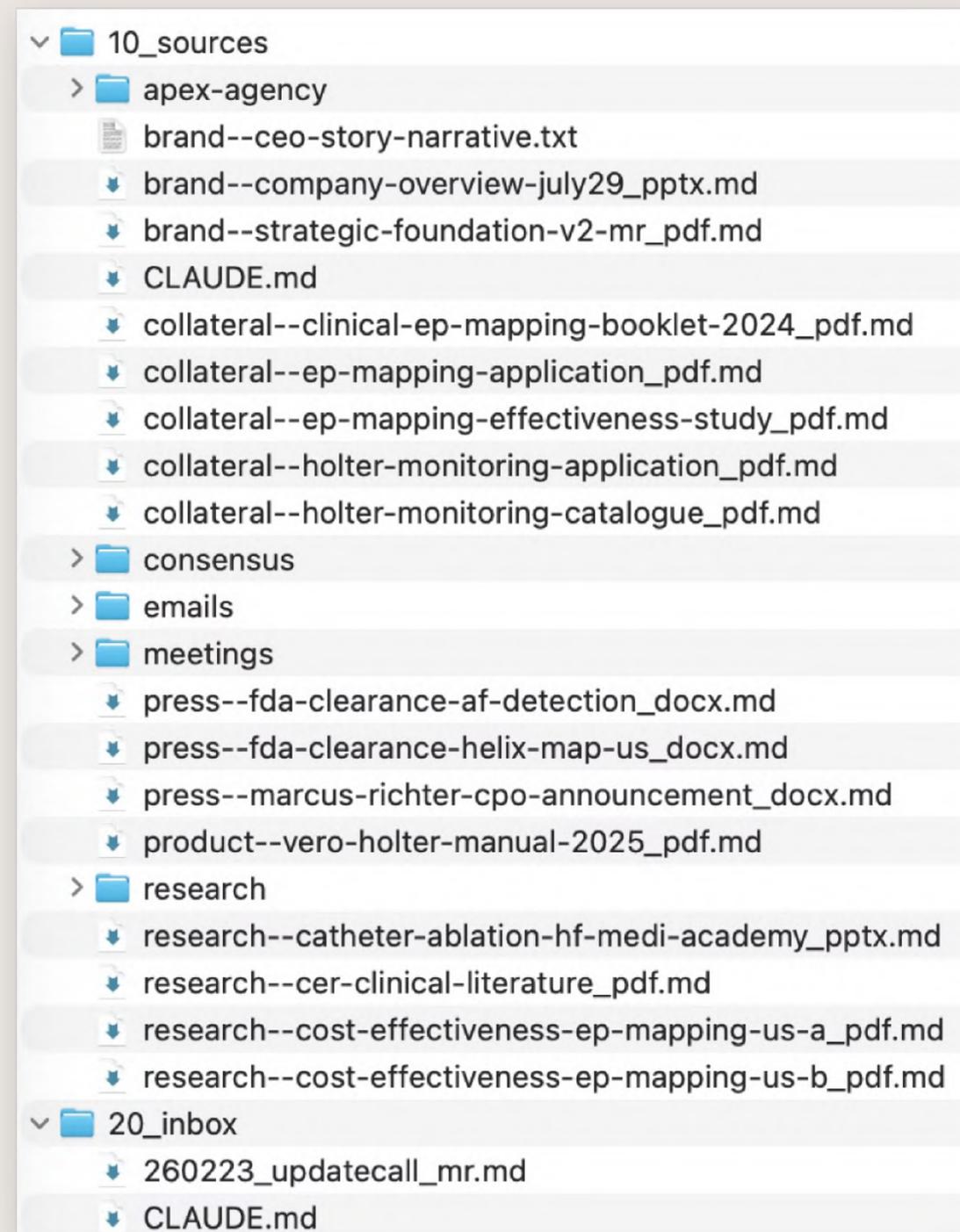
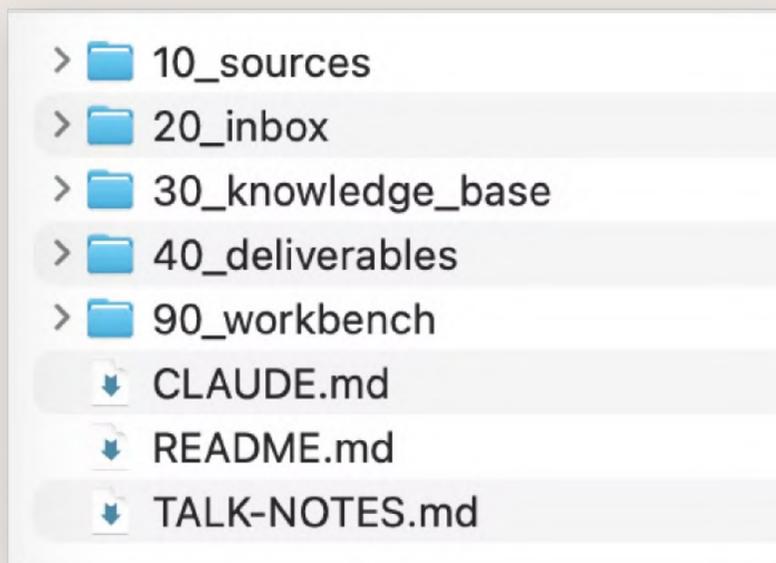


# Capture Skills, Gain Skills.

```
jm@MacBook-Air-M3-von-Joerg claude-code-meetup % ls .claude/skills
account-research      content-creation      notion-api             source-research
brand-strategy        customer-discovery    notion-comment-review  synthesize-research
brand-voice           gtm-strategy          notion-projects
campaign-plan         market-access         positioning
ci-research           market-intelligence   source-intake
jm@MacBook-Air-M3-von-Joerg claude-code-meetup % █
```

Skills are your new Prompt Library. Just better.

# Build Structure.



\* Everything is anonymized, but structured just like in the real world.

# Connect your Tools.



**GitHub**

For easy versioning.



**Notion**

For the time being: Interface to the Client.



**Jörg Müller**

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<https://www.linkedin.com/in/joergmueller/>