How Aerin Medical Turned Purposeful Training **into** 93% Platform Adoption

93%	**86%**	**3,500+**	**100**
peak monthly average users	monthly average users	providers and sites of care researched	Cigna-aligned cases scheduled for coverage launch

During first 5 months

Specialty: Nasal Airway Obstruction and Chronic Rhinitis

Aerin Medical is a medical technology company focused on providing non-invasive, in-office treatments for chronic nasal conditions using its proprietary temperature-controlled technology. Their longstanding strategy focused on finding high-volume providers with strong payer alignment, but fragmented data sources and inconsistent workflows slowed the process.

Before AcuityMD, Commercial Operations had to constantly refresh spreadsheets, blend multiple claims sources, and maintain custom CRM views just to help reps find opportunities. Despite the heavy lift, reps still struggled to pinpoint high-value targets and often abandoned the systems altogether.
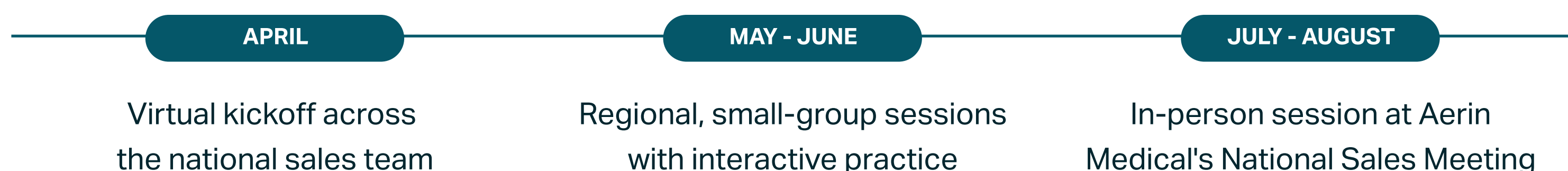
"We struggled with static, disconnected data," said Gordon Single, Senior Director of Commercial Operations at Aerin Medical. "It was a constant cycle of refreshing spreadsheets, rebuilding interfaces, and trying to make sense of it all."

Despite a heavy lift from Commercial Operations, Aerin Medical reps
struggled to pinpoint high-value targets in spreadsheets

Building a Partnership **with AcuityMD**

Aerin Medical worked with AcuityMD to build an integrated commercial approach and provide reps with timely market intelligence and standardized workflows in a single platform. The goal was to surface high-value opportunities directly at the territory level while reducing ongoing operational burden.

The two companies formed a cross-functional steering committee – sales, marketing, finance, market access, and commercial operations – with an AcuityMD customer success manager supporting the group. Together, they based a structured launch plan on purposeful, multi-stage training that connected the platform to real commercial strategies.

APRIL	MAY - JUNE	JULY - AUGUST
Virtual kickoff across the national sales team	Regional, small-group sessions with interactive practice	In-person session at Aerin Medical's National Sales Meeting

"AcuityMD didn't just install a platform and walk away. They embedded with our teams," said Single. "We trained not just on what to do in the tool, but why it mattered to each rep's business."

This approach felt more like a partnership than a top-down rollout, and would allow reps to build comfort with the platform over time.

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> **Gordon Single, Senior Director of Commercial Operations, Aerin Medical**

Each training session connected AcuityMD features to distinct rep needs – identifying high-volume physicians, evaluating payer alignment, understanding referral patterns, and leveraging physician peer networks for introductions and trial opportunities.

Turning a Payer Win into a **Targeting Sprint**

Midway through training, Aerin Medical achieved a major milestone: national coverage from Cigna for RhinAer®. AcuityMD rapidly incorporated Cigna coverage as a new targeting layer, facilitating immediate commercial action.

"In two clicks, reps could see the highest-potential physicians with both procedural volume and strong reimbursement," said Single. "That's what drove action."

Aerin Medical also integrated AcuityMD data into its new Salesforce workflows, so reps could standardize targeting lists, track scheduled procedures, and forecast opportunities without duplicating work.

High Adoption and **Real Commercial Impact**

Within two months, AcuityMD became part of Aerin Medical's daily sales rhythm. They achieved:

- **93%** peak average monthly users during rollout
- **86%** sustained average users through summer
- **3,500+** HCPs and sites researched
- **100** Cigna-aligned procedures scheduled for coverage launch

The combination of clear workflows, payer-connected targeting, and visible early wins drove lasting engagement.

These results validated AcuityMD as more than a data platform. It became a commercial accelerator, helping reps convert market intelligence into revenue opportunities while reducing operational noise.

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Scaling **Success**

Building on early traction, Aerin Medical is expanding its playbook to include payer-driven targeting for local, regional, and national payers, each designed in advance to plug seamlessly into AcuityMD. This ensures reps always have clear guidance tied directly to coverage wins and market access strategy.

Internal champions now meet regularly to share best practices, refine targeting logic, and help maintain alignment between Salesforce workflows and AcuityMD insights.

"AcuityMD helps guide our targeting with real data," noted Single. "Seeing payer mix and procedure volume at the physician level ensures reps don't spend time on accounts that aren't a fit today given the current coverage landscape. It also empowers our team to be more consultative, meeting customers where they are and focusing our energy on practices with true potential."

Key **Takeaways**

Treat data rollouts as commercial partnerships, not IT projects.

Tie training directly to active commercial strategies to build relevance and adoption.

Empower internal champions to reinforce consistency, credibility, and sustained field engagement.