

# How Teleflex Interventional Business Unit Used Referral Paths to **Develop a Consultative Sales Strategy**

## **Specialty:** Multi-disciplinary, including interventional urology

Teleflex Interventional Urology knew that their minimally invasive UroLift™ System could treat the symptoms of benign prostatic hyperplasia (BPH), but they lacked visibility into the connections between patients, referring providers, and specialists. They wanted to be able to identify the primary care physicians (PCPs) who were most frequently diagnosing BPH, so they could strategically target them for increased patient education and awareness of the UroLift™ System.

This education strategy is critical for Teleflex Interventional Urology because busy providers often don't have time to keep up with the innovation pipeline for treatments in the BPH space. Teleflex Interventional Urology believed many PCPs would refer patients to specialists (urologists) for the UroLift™ System if they simply knew it existed.

Anthony Parrillo, Global VP of Marketing, Teleflex Interventional Urology, knew that he needed precise data that would show him BPH patients, their PCPs, and how often they were referred for treatment. If he could uncover markets with high BPH incidence rates, then understand which PCPs were diagnosing it and how patients were being treated, he could create highly targeted marketing campaigns to educate both patients and providers about the benefits of the UroLift™ System. "The journey for a BPH patient to get treated can be three to five years. We want to find out how providers can intervene sooner," Parrillo explained.

"We didn't have a line of sight into where our opportunity was. We were wasting time, money, and resources on digital campaigns that didn't make sense."

**Anthony Parrillo, Global VP of Marketing, Teleflex Interventional Urology**

Beyond targeting upstream patients and providers, they also wanted to help existing urology customers expand their utilization of the UroLift™ System. But Teleflex Interventional Urology didn't have the data they needed to be effective. The goal was to understand which PCPs in the area were making these diagnoses and what specialists they were referring to, followed by what BPH therapies those urologists were performing. This information would allow them to be very targeted with a customer segmentation approach.

## Visibility into a patient's care journey

Parrillo's search for this data led him to AcuityMD, which provides a comprehensive view into patient movement and referrals.

AcuityMD leverages longitudinal patient data to track healthcare encounters, allowing MedTech companies to see all referrals, not just ones with an NPI number included. Parrillo was thrilled to finally have visibility into:

- *Upstream Care Journeys*

This feature allowed Parrillo to see which PCPs or specialists referred BPH patients to a specific urologist – insights that urologists themselves may not even have.

- *Referral Pathways*

This feature displays all PCPs or specialists in each area (e.g., within 25 miles of a Teleflex Interventional Urology customer), how many diagnoses of BPH they've made, and, critically, which urologists they are referring patients to – or if they're not referring for treatment at all.

This comprehensive data was a game-changer for Parrillo. He could now understand how many BPH patients lived in an area, how many of them were being referred to a urologist who performed the UroLift™ procedure, and how many were being referred to other urologists. "It's really exciting to have this information. It saves us critical time and resources," he noted.

This gave Parrillo the market insights he needed to recalibrate his marketing campaigns and ensure they were having an impact.

"This is far and away the best directional procedural data set I've ever seen in my 15 years in this space."

**Anthony Parrillo, Global VP of Marketing,**

**Teleflex Interventional Urology**

## A new strategy immediately **delivers results**

Armed with this referral data, the Teleflex Interventional Urology team developed a new, three-pronged marketing strategy that focused on educating patients, PCPs, and urologists.

They drilled into regions with a high number of BPH patients and urologists already treating with the UroLift™ System. Rather than guessing which major markets might be good to run marketing campaigns in based on population data, they refocused digital, print, and broadcast marketing to these key markets where a strong market presence exists for the UroLift™ System, as well as a great market share opportunity. Teleflex Interventional Urology could encourage men with BPH to discuss the UroLift™ System with their PCP or even enable the patient to schedule an appointment directly with a urologist through their physician locator.

In 2025, Teleflex Interventional Urology even deployed a new mobile training unit across the country, using AcuityMD data to determine the regions and facilities they should visit. The Prostate Education Express mobile unit, outfitted with full product demo stations, supported physician training sessions and was also used to generate patient education and awareness events throughout local communities.

Teleflex Interventional Urology leveraged AcuityMD data to identify the markets where they could make the most impact, and the mobile unit has now visited **40+ cities, traveled over 11,000 miles**, and served as a hub to educate **nearly 300 providers** on the benefits of the Teleflex Interventional Urology portfolio of therapies.

Finally, Teleflex Interventional Urology even used AcuityMD procedural data to optimize their territory alignments at the start of 2025, optimizing sales focus in markets with the best growth opportunities.

## It's not just the data, **it's what you do with it**

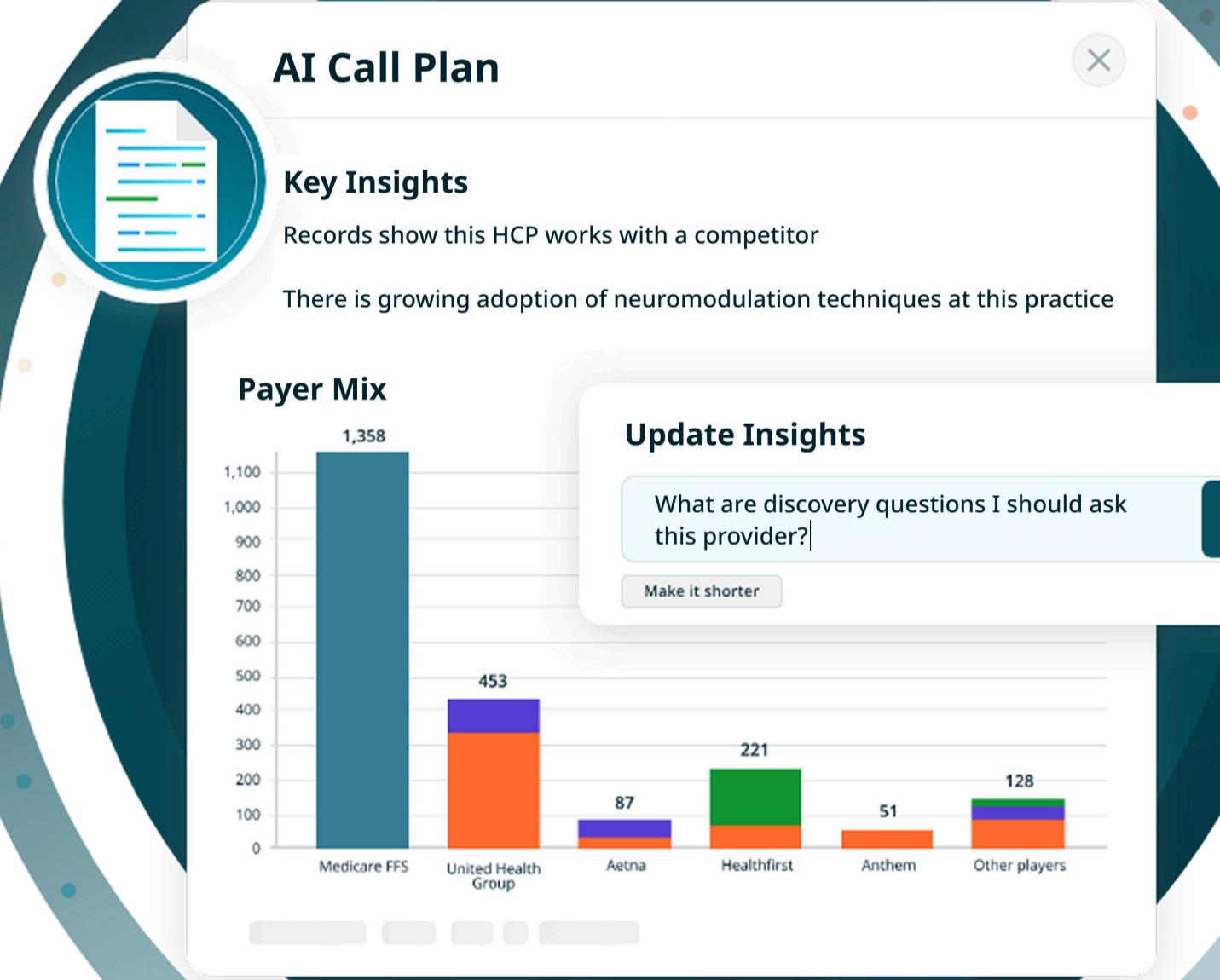
Having precise, accessible data has unlocked new strategies for the Teleflex Interventional Urology team, helping accelerate their growth and deliver good outcomes to more men sooner. "We're having impactful conversations with providers and giving primary care physicians and patients an improved awareness and education of their options. That's what is so exciting," said Parrillo.

## Power up your sales **with AI**

AcuityMD is not just showing the Teleflex Interventional Urology sales team their best targets for converting to the UroLift™ System. The platform is also helping them prepare for meetings with these specialists. With features like AI Executive Summary and AI Call Plan, reps are going deeper than ever with their outreach planning and finding ways to demonstrate value to providers in just minutes.

"The Call Plan feature is extremely helpful for gaining valuable information on our targets. We can learn key insights, see practice trends, and even get a glimpse into referral patterns in seconds to help open the door with new targets."

**Teleflex Interventional Urology sales rep**



To see how AcuityMD Care Journeys and Referral Pathways data can help your organization create a precise go-to-market strategy, talk to an expert today.

[Talk to an expert](#)