How Kuros Biosciences Turned Pipeline Visibility **Into Growth and Expansion**

65% increase in distributor sales for one regional sales manager

The team most active in AcuityMD **is the highest-selling team**

Added **3 sales** and **marketing staff** in new Extremities market after validating product fit

Specialty: Orthopedics and spine

Kuros Biosciences was rapidly growing their MagnetO's bone graft product. But Carly Dummer, Senior Director of Marketing, knew that static data and disconnected systems were holding back the company's full potential.

Managers got provider and procedure data from complex spreadsheets that were outdated almost as soon as they were created, making it difficult to identify their best opportunities. And because the CRM was on a separate system, managers didn't always update their deal status. This left leadership unable to see which deals were ready to close, which were slipping away, and how teams were performing against aggressive growth targets.

"We needed better data and easier workflows. My goal was to find one tool that would actually add value for the sales team."
Carly Dummer, Senior Director of Marketing, Kuros Biosciences

Building a **Data-backed Commercial Engine**

When Kuros partnered with AcuityMD, Dummer and Mark Edwards, Senior Director of Sales Operations, saw a chance to redefine how Kuros made strategic decisions.

"We're a high-growth company with historical increases quarter over quarter," Edwards said. "But that kind of growth and resulting scale demands confidence in your data. AcuityMD gave us that."

They started by integrating AcuityMD's precise targeting data and Kuros' own pipeline data into one system. For the first time, managers could clearly see which procedures and providers represented the greatest opportunities. And since AcuityMD automatically syncs targets to the pipeline, they could add new opportunities with a single click. With everything in one platform, leadership could finally see which regions were underpenetrated, where they should deploy new talent, and how teams were performing.

Confidently Assessing New Markets **in Weeks, Not Months**

After rapid growth in the spine market, Kuros' CEO challenged the team to find new markets for expansion. Dummer coordinated with her AcuityMD customer success manager to better understand the Extremities space, which she felt was a good product fit.

Dummer used relevant codes to investigate procedure volume and realized that this market would be a great opportunity for Kuros. Not only was there high volume to capture, many sites of care doing Extremities procedures were existing Kuros spine customers. Executive leadership agreed, and Kuros is now pursuing the Extremities market.

"Market data helped us build a business case in weeks instead of months," Dummer explained.

But AcuityMD didn't just confirm market fit. It also helped veteran managers quickly learn about a new business. Precise procedure data and deep background details on providers let them hit the ground running with confidence, instead of spending months in the field learning where to sell into this market.

Kuros then considered the cranio-maxillofacial market for their next expansion. Dummer and Edwards had anecdotal evidence that CMF surgeons were interested in MagnetOs, but after digging into the data, they quickly realized the reality of opportunities didn't support the expansion into that market directly by Kuros.

"The data showed us this market is much smaller, procedures are done at surgery centers instead of hospitals, and it requires a different skillset," Dummer explained. "The data saved us months of wasted effort and resources and kept us focused on where we can win."

Turning Early Wins into **Scalable Growth**

After launching AcuityMD, Kuros quickly expanded their sales leadership team, as precise market data showed how many managers they could support and where to best position them for rapid growth.

Veteran managers began using the platform to uncover surgeons they didn't know, while new hires used it to ramp faster and build their first call plans. Within months, managers across the organization were achieving concrete success. One regional sales manager was able to increase his distributor sales by over 60% and his region revenue by more than $1M. In a broader success, the regional sales team with the highest engagement on AcuityMD became the highest selling team in the company.

Empowering Reps With a **Reason to Believe**

AcuityMD also helped Edwards understand how adjusting territories could create new opportunities. Data showed that Florida - a single territory - had strong potential if split into north and south. However, their sole Florida manager was 2024's high performer and a multi-time award winner.

"When you talk split, that's a pride thing," Edwards explained. "Those are historically not good discussions." But Edwards was able to clearly show this manager the value of focusing on south Florida, and how the company could grow a new north Florida territory.

> "We give the managers a reason to believe. When they see the data justifying a split, it's no longer about taking something away. It's about showing them where they can win more."
> **Mark Edwards, Senior Director of Sales Operations, Kuros Biosciences**

Connecting the **Entire Business**

With managers actively engaged on the platform, Kuros leadership now has deeper field data as well.

"When I came on board, some managers saw data entry as a waste of time," Edwards said. "They thought it didn't reflect their reality. AcuityMD flipped that perception because now they see the return."

That improved field data has strengthened operations across the board.

"Pipeline visibility has become our central nervous system," Edwards explained. "We use it to connect commercial, finance, and manufacturing. Three areas that usually tell three different stories, but now everyone sees the same data, the same growth signals, and the same risks."

"Our VP of Finance told me he finally understands where growth is coming from and when to expect it," Edwards added. "That kind of clarity changes how you plan inventory, hiring, and investment."

Edwards also works with manufacturing, using accurate forecasts to ensure that inventory shortages don't affect their strong customer growth and product use, and that they don't overstock and incur unnecessary storage expenses.

Having a complete understanding of their business also gives Kuros an edge in another critical area: distributor contracts. Kuros now uses market data and forecasts to guide contract negotiations, rather than having to rely on the distributors' representation of available opportunities.

Fueling Smarter, **Sustainable Growth**

As Kuros continues to grow, Dummer, Edwards, and other commercial leaders are developing new strategies to continually analyze market and performance data, ensuring the team is on track. Their robust, accurate, and up-to-date pipeline makes it possible to identify their ideal customer profile, understand why they win and lose, and avoid wasting time on the wrong targets.

"We've increased revenue dramatically every year since launching in the U.S.," Dummer noted. "AcuityMD gives us the grounding in data we need to justify every decision and the confidence to expand intelligently."

Key **Takeaways**

Data brought everyone onto the same page — sales, marketing, and leadership working toward the same goals.

The team bases growth moves on facts, not hunches, using real procedure data to guide expansion.

Managers bought in because the data helped them win, not just fill out reports.