



Pickworth GTM
ACHIEVING MARKET OMNIPRESENCE

HH Humata Health

CASE STUDY

From \$5M ARR to Strategic Acquisition: Enterprise Access During Humata Health's Scale-Up

“The most difficult thing is the decision to act, the rest is merely tenacity.”

- Amelia Earhart

Company Snapshot

humatahealth.com

Humata Health is a Series A healthcare technology company using AI to transform prior authorization. Backed by Optum Ventures, Highmark and Blue Cross Blue Shield, Humata operates at the intersection of healthcare automation, payer-provider collaboration and revenue cycle efficiency.

PGTM began working with Humata when the company was generating less than \$5M in ARR. Today, Humata has scaled to approximately \$40M in ARR and has entered into an agreement to be acquired by R1 RCM.

The Challenge

When Humata engaged Pickworth GTM, the company had no formal outbound sales motion and no internal sales team.

The objective was ambitious: Create repeatable executive access into the largest provider organizations in the United States; one of healthcare’s most complex, competitive and difficult-to-penetrate enterprise markets.

Humata needed a partner capable of reaching senior decision-makers, creating immediate commercial momentum and supporting the company as its go-to-market organization matured.



“After speaking with Brandon and learning more about his team’s experience and work ethic, we realized our fastest path to immediate lead generation was through Pickworth GTM. We highly recommend Pickworth GTM to any company looking to accelerate market entry and scale growth effectively.”

— **Chief Growth Officer, Michael Kolb - Humata Health**

What Pickworth GTM Executed

PGTM developed and executed an enterprise outbound strategy focused on the top 300 U.S. provider organizations with \$1B+ in Net Patient Revenue.

The engagements included the following:

- ✓ Strategic account selection and executive targeting
- ✓ Custom messaging and coordinated multichannel outbound
- ✓ Executive-level introductions into leading U.S. health systems
- ✓ PGTM Client Executive Advisor support to create additional paths into priority accounts
- ✓ Direct collaboration with Humata's CEO and Chief Growth Officer on growth targets and execution
- ✓ Expanded marketing and brand support as the relationship evolved

What began as an immediate pipeline-generation mandate developed into **three consecutive PGTM engagements** and a broader strategic commercial partnership.

Results

119

Executive-level meetings scheduled with leading U.S. provider organizations

\$1B

Net Patient Revenue threshold for targeted provider accounts

**\$
Millions**

In active enterprise pipeline generated, including opportunities progressing through proposal, legal review and post-demo stages

3

PGTM helped Humata establish repeatable access to some of the most difficult enterprise buyers in healthcare during a period of significant company growth.

Strategic Outcome

PGTM partnered with Humata during an important stage of its commercial scale-up — beginning when the company was below \$5M in ARR and continuing across multiple engagements as Humata expanded its enterprise presence. Today, Humata has grown to approximately \$40M in ARR and has entered into an agreement to be acquired by R1 RCM.

While Humata's growth reflects the work of its broader leadership, product and commercial organization, PGTM played a defined role in that journey: creating executive access, generating enterprise pipeline and repeatedly putting Humata in front of decision-makers at the country's largest provider organizations.