

## Care Journeys

Harness longitudinal patient-level data to find targets who see precise patient populations, convince targets to adopt your product, and connect upstream referrers to your existing doctors

acuityMD

2,774  
Partial Mastectomy

600  
Mastectomy

256  
Lesion Excision

6,604  
Not Treated

1,121  
Mount Sinai Health System (FKA Mount Sinai Medical Center)

82  
Memorial Sloan

51  
Northwell Health

41  
NYU Langone Health

128  
Other

## BENEFITS

### FIND COMPLEX PATIENTS

Identify targets who are seeing a high volume of a distinct patient population that has complex procedure histories, overlapping clinical conditions, or a combination of procedures and clinical conditions.

### PROVE PRODUCT ROI

Focus on the business problems that matter most to your targets, like patient leakage or complication rates, and craft a narrative that shows how your product drives ROI by solving them.

### DISRUPT REFERRAL PATHWAYS

Leverage the most comprehensive HCP referrals data available to position yourself as a trusted advisor who helps your HCPs improve their referral network and connect patients with the best treatment.



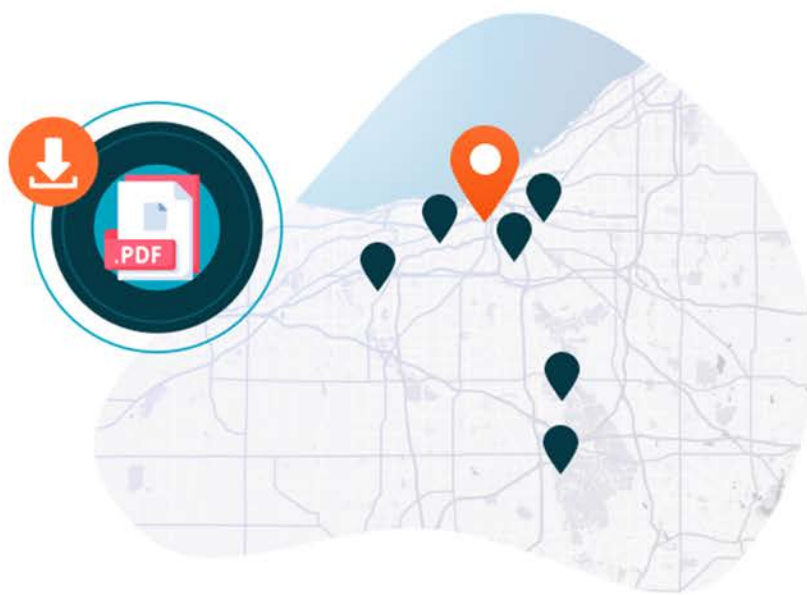
AcuityMD's data enhances our ability to tell a comprehensive story about a patient's complete **care journey**, allowing us to better demonstrate our product's real value to physicians and sites of care.



– Anthony Parrillo, Vice President of Global Marketing, Interventional Urology, for Teleflex

## Presentation Ready Visuals

Deliver personalized, data-rich pitches to providers, hospitals, and upstream referrers that make it easy to uncover insights from longitudinal patient data.



## The AcuityMD Intelligence Platform for MedTech



### Markets

Size and segment markets



### Territories

Assign, manage, and compare territories



### Targeting

Find, qualify, and act on high-value opportunities



### Care Journeys

Identify the right patients and win more business



### Pipeline

Track progress and improve sales projections



### Contracts

Maximize revenue and contract performance

### Intuitive, easy-to-use interface

Put market insights at a rep's fingertips so they can identify and research opportunities quickly and easily.

### Comprehensive, industry-leading data and insights

Use insights from over 330 million patients with broad coverage across clearinghouse and payor-level data, as well as government and commercial claims. AcuityMD data strikes a balance between being recent, but processed and modeled for accuracy, which ensures that the data you're working with is the best representation of real world encounters.

### Mobile app for research on-the-go

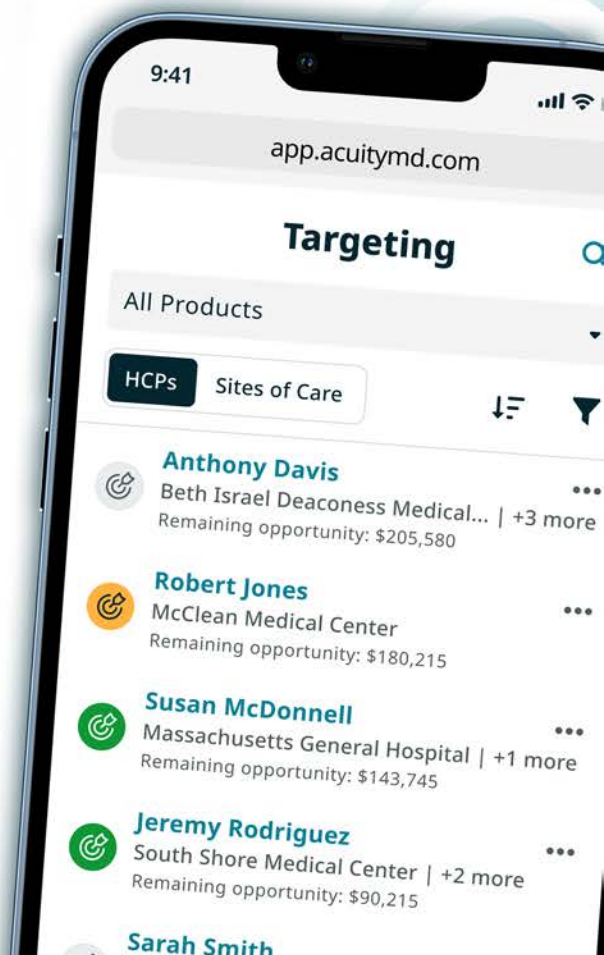
Use AcuityMD's full-function mobile app to access up-to-date information, such as nearby surgeons, or to enter an opportunity or next steps. Map-based views update based on your location.

### Notifications and engagement

Get alerts when there's activity on key accounts, including new surgeons in your territory, and tag colleagues in notes with '@' mentions to collaborate on strategies.

### Dedicated onboarding and ROI management

Dedicated Customer Success Manager to drive onboarding and ROI, with platform setup and standard CRM integration support from a Professional Services team.



“AcuityMD has been instrumental in streamlining our sales operations and building our pipeline.” - Michael Fleming, VP of Commercial Operations at Olympus

### About AcuityMD

AcuityMD is a leading technology partner to the commercial medical technology (MedTech) industry. Thousands of sales and marketing professionals use AcuityMD's intelligence platform to identify target markets, surface top opportunities, and grow their business. With customers ranging from pre-commercial to enterprise, AcuityMD is committed to delivering detailed, multifaceted insights in daily workflows to accelerate the adoption of medical technology. Its platform is currently used by six of the top 10 MedTech companies and has resulted in more than 25% sales growth for top active sales reps and over \$13 billion in opportunity pipeline.