



Contracts

Accelerate revenue, improve contract performance, and keep rosters up-to-date.

The screenshot shows the AcuityMD Contracts dashboard. On the left, a sidebar for 'HCA Healthcare' displays 'Last Year Sales' (\$197,900,000), 'Total Opportunity Value' (\$382,800,000 annually), 'Penetration' (50%), 'Relevant Contracts' (Counterparty to 1 contract), 'Contract Coverage' (198 Sites of Care on contract, 30% of all member Sites of Care), and 'Source' (AcuityMD). The main area shows a table of contracts with columns: Contract Name, Status, Time Remaining, Accounts, and Products. Contracts listed include Penn Medicine - Cardio, Emory Health System, Princeton University, and Vizient - Cardio. Below the table, a section for 'Site of Care' lists Emory Hospital Midtown, Gerard McGoris, and Michael Lloyd, with columns for Procedure Volume, Opportunity Value, and Past Year Sales.

BENEFITS

ACCELERATE SALES CYCLES AND INCREASE REVENUES

On-contract opportunities close 40-70% faster because they require fewer steps to gain procurement approval. AcuityMD Contracts helps reps find and act on these opportunities, so that no potential revenue is left on the table.

IMPROVE CONTRACT PERFORMANCE

Contract Managers and National Accounts teams can view performance across contracts from a single dashboard. Understanding penetration and opportunity by network can help sales direct their efforts to where it will make the most impact on the company's bottom line.

FIND ON-CONTRACT OPPORTUNITIES FASTER

As a unified platform, AcuityMD Contracts brings contract intelligence into AcuityMD Targeting to give sales contextual and immediate insight without having to reference a separate spreadsheet or reach out to a contract manager.

“AcuityMD Contracts helped us solve two things: we were able to stimulate demand we didn’t know existed and speed up our sales process.”

– Alex McLachlan

U.S. Director, Commercial at Intellijoint Surgical

FEATURES

Embedded Contract Intelligence

Sales can prioritize targets with contract information layered on top of AcuityMD Targeting. Search for targets by active contracts and see procedure volume or available whitespace in every facility or HCP profile.

Contracts Repository

Track your contracts in a unified platform shared across your commercial organization. Easily see how your contracts are performing and drive more ROI from them.

AI Entity Resolution

AcuityMD AI Entity Resolution provides best-in-class match rates to show on-contract HCPs and facilities with their associated opportunity sizes.

Network Insights

View IDN and GPO data in one place and focus on your next network target based on facilities count, coverage, opportunity value, and penetration.

The AcuityMD Commercial Platform



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

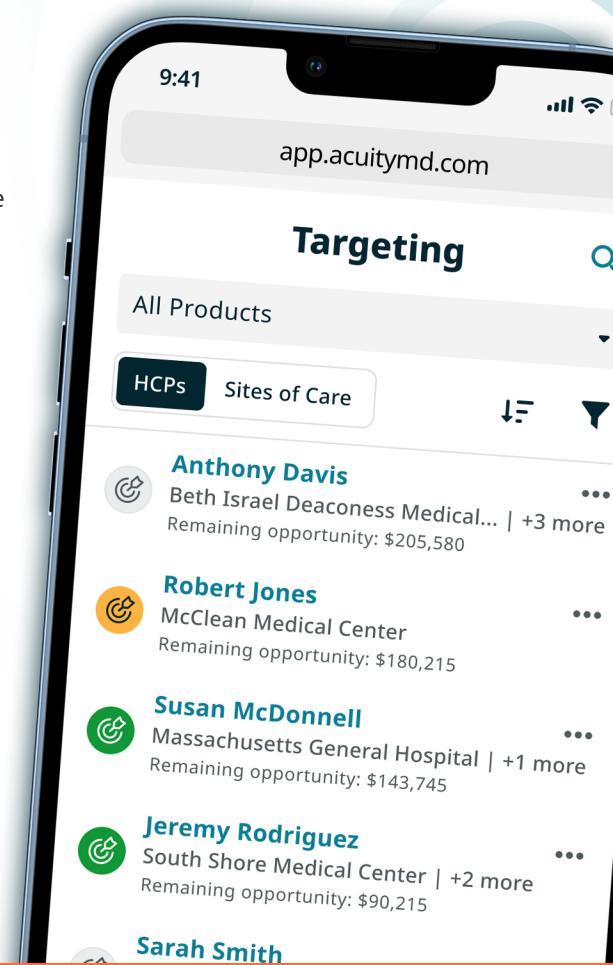
Use AcuityMD's full-function mobile app to access up-to-date information, such as nearby surgeons, or to enter an opportunity or next steps. Map-based views update based on your location.

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.