



Pipeline

Manage opportunities across the sales lifecycle in an end-end platform built for MedTech

BENEFITS

Execute on the highest-value opportunities

Automatically populate your pipeline with high-value HCP and Site of Care targets. AcuityMD pulls in all relevant information for you—like procedure volume, HCP details, and more—so reps can identify untapped opportunities.

Forecast with greater accuracy to close gaps-to-quota

Build precise sales forecasts and guide reps on how to best fill their pipeline. Monitor progress towards quota as prospects move through the sales cycle, and quickly close any gaps with fresh targets.

See a complete view of your sales cycle

Manage the end-end MedTech sales process in one place - from opportunity to customer. AcuityMD automatically builds and maintains a list of product users as you win opportunities, and provides visibility into pipeline for customer and product types unique to MedTech.

“ We’re leveraging Pipeline to execute on these opportunities faster, forecast more accurately, and deliver on our sales projections by mapping out an end-to-end view of sales cycles in a single source of truth.”

- Rob Delp, Vice President, US Sales, at Anika Therapeutics, Inc.

FEATURES

Opportunity Management

Tag targets from anywhere in AcuityMD. Easily drag-and-drop to move these opportunities through different stages in your pipeline.

Opportunity Sizing

Estimate total sales with a built-in calculator that's specific to the MedTech sales process.

MedTech-Specific Display

Quickly filter pipeline by Site of Care, HCP, product, territory, and time period.

Mobile Availability

Access Pipeline directly from the AcuityMD mobile app to easily view, track, and manage opportunities on-the-go.

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

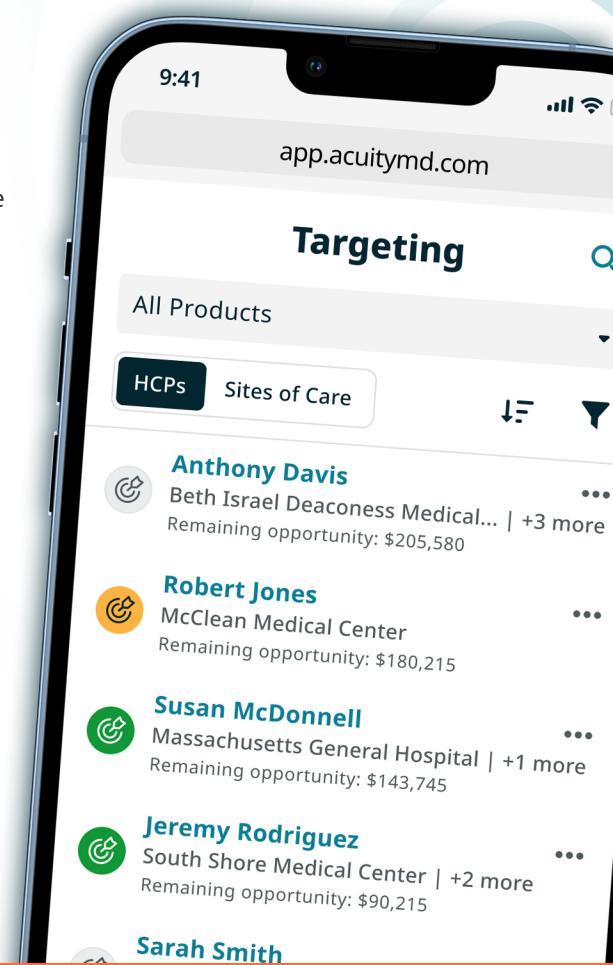
Use AcuityMD's full-function mobile app to access up-to-date information, such as nearby surgeons, or to enter an opportunity or next steps. Map-based views update based on your location.

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.