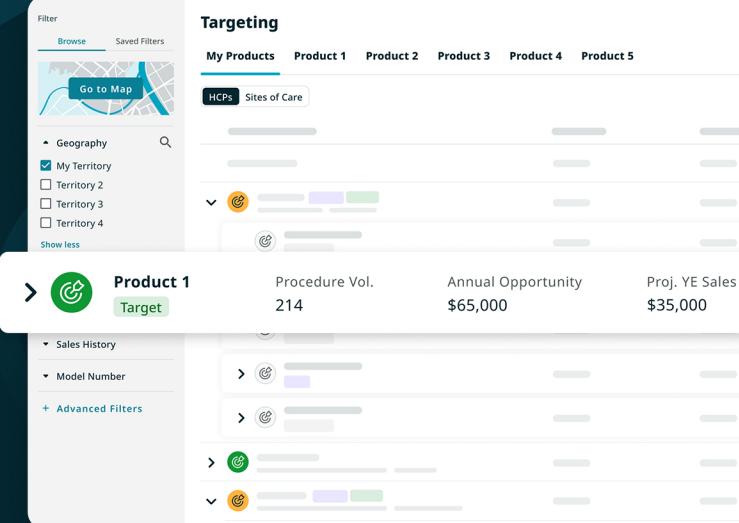




Drive growth with a commercial platform built to accelerate MedTech sales and marketing.

AcuityMD enables MedTech companies to grow pipeline, increase win rate, and increase team productivity. Our commercial platform replaces tedious research and guesswork with an automated feed of new opportunities so your team can prioritize their efforts based on volume, procedures, location, and more.



BUSINESS BENEFITS

Grow Pipeline

Find new opportunities and eliminate blind spots. AcuityMD identifies high-value physicians and provides insights into their background, behaviors, procedure volume, and sites of care. Easy-to-use filters enable teams to stay on top of market trends and see when surgeons operate at new facilities, perform new procedures, or move across territories. Teams get the inside edge to stay ahead of the competition and increase pipeline.

Boost Win Rates

Tailor your sales approach using detailed physician profiles that include information on their clinical practice, publications, competitive relationships, and education. AcuityMD's peer networks uncover relationships between your customers and target physicians, including publication co-authors, fellowship and residency classmates, and more, enabling teams to leverage peer-to-peer relationships and increase sales.

Increase Team Productivity

Focus your team's efforts on selling instead of manual data entry and analysis with AcuityMD's industry data, intuitive workflows, and seamless integrations. Whether it's a new rep, new territory, or new product, sales teams can hit the ground running with updated target lists to prioritize top conversion targets. Reps spend less time researching and entering data with AcuityMD's easy-to-use interface. With one click, reps add targets to their pipeline and track them throughout the sales cycle.

“AcuityMD provides a richer experience beyond data pulls. It enables us to target better and ultimately hit our goals.”

- Ben Joseph, Vice President, US Commercial and Global Brand Management, Anika Therapeutics

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

Easy-to-use Interface

Increase user adoption with a streamlined interface that gives teams the information they need quickly and easily.

Comprehensive, Smart Data

Turn disjointed data into intuitive workflows. AcuityMD provides dynamic, map-based data on all-payer surgical volumes for HCPs and Sites of Care, then directs and prioritizes sales reps' efforts towards every addressable opportunity for each product.

Mobile App

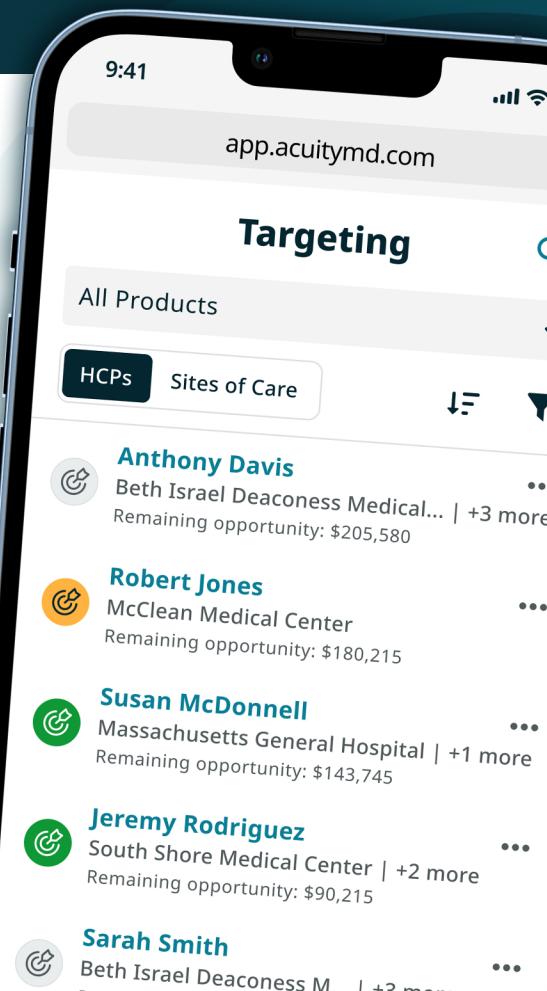
Use AcuityMD's mobile app to access up-to-date information, such as nearby surgeons, or to enter an opportunity or next steps. Map-based views update based on your location.

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.

Integrations

Ensure your commercial tools work seamlessly together. AcuityMD integrates with your CRM, ERP, and other solutions.



+ \$3.6m per week

In new pipeline post implementation

+ 25% sales growth

For top active sales reps

“AcuityMD significantly streamlined our selling process and saved countless hours of valuable selling time.”

- John Rizzo, Senior Vice President of Sales, Embody, Inc.

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.