

Top 100 MedTech Company Grows Sales by Over \$2.2M and Increases Product Access to Rural Areas with AcuityMD

Specialty

Surgical Devices and Patient Monitoring

Employees

2,700

6-8 weeks
Faster Onboarding Reps

>\$2.2M
Sales Uncovered and Won

This global MedTech company specializes in the development and sales of surgical and patient monitoring products. Their endoscopic division was a small but growing business with a sizable market. Many sales reps covered large geographies and had significant growth opportunities they needed to prioritize.

Challenges Identifying the Right Surgeons

The endoscopic team had an aggressive sales goal to hit. Their sales reps had close relationships with several surgeons using their products, and upgrading them to newer technologies would be the simplest path to growth. However, the reps were less clear on doctors performing surgeries with other technologies, including competitors' products.

To identify new targets, the sales team relied on tribal knowledge of their territories. They were unable to see procedure volume by surgeon, so they weren't confident they were talking to every surgeon at each account. Furthermore, in order to build a personalized sales approach, sales reps would spend hours researching their surgeons via Google to learn if they operated primarily at a hospital or an ASC, where they studied, and any other relevant information needed to deliver a successful pitch.

Given these challenges, the endoscopic team decided to invest in technology that would ensure they weren't leaving any opportunities on the table. "Timing was critical, and data exports weren't going to cut it. We needed a way for our reps to see the data in one place and quickly act on it," their VP of Sales noted.

Launching the MedTech Commercial Flywheel

The endoscopic team evaluated several technologies, but in their opinion, none were as intuitive as AcuityMD. AcuityMD gave the team a clear view into targets and their behavior, including any relationships with competitors, their publications, and connections to other surgeons.

“It would take our reps hours to research and find this information. With AcuityMD, it's all there on one screen.”

Critically, by identifying their product users in AcuityMD, they could see how they were connected to other surgeons. "This was huge for us. AcuityMD identified peers of surgeons who already used our products, making the introduction that much easier for our reps," the VP of Sales emphasized.

Expanding The Commercial Business

Due to the complexity of GI cases, the endoscopic team historically prioritized teaching institutions and hospitals as primary growth targets, with surgery centers only a secondary focus. But with an aggressive sales goal, the endoscopic team needed to look beyond traditional avenues.

Using AcuityMD, they found a high volume surgeon operating at an overlooked surgery center. They were also able to see that the surgeon was relatively unconflicted with competitor companies by using AcuityMD's Industry Relationships feature. Based on their findings, the team crafted a sales plan and met with the surgeon multiple times, executing a top-notch evaluation. They won approval for all seven facilities affiliated with the surgeon to use their products, a deal worth \$1 million.

Moreover, this success made them reconsider their customer strategy and redefine their ideal customer profile. There was more ASC business available than the endoscopy team originally thought, so they expanded their opportunity list and adjusted their broader commercial strategy.

Enabling New Reps for Success

When this Top 100 MedTech company merged their endoscopy group with another business unit, the endoscopy VP of Sales ended up with a larger team and many new reps. With AcuityMD, he gave all his reps clear direction: filter by favorable group purchasing organizations (GPOs) with high mechanical clipping volume. Immediately, this gave each new rep a specific target list in their first month.

Notably, their Southern California rep identified a high-volume doctor that the company was unaware of previously. The rep was able to secure this new account, worth \$200,000 to endoscopy annually. While at the hospital, she was able to upsell another \$150,000 in Patient Care products, totaling \$350,000 in new business at a single hospital the rep typically wouldn't have normally visited.

AcuityMD also showed there was a potential \$150,000 in volume at an outpatient clinic, a site of care not typically targeted. Digging a bit further, the VP of Sales noticed he knew one of the top doctors. **"We had a backdoor right into a completely unknown facility,"** he remarked. After a successful pitch, the clinic agreed to sign on for \$150,000 in annual opportunity across four products.

Thanks to AcuityMD, the new reps were able to identify and

start approaching targets 6-8 weeks faster than they previously had. Reps now get AcuityMD on day one and they immediately gain valuable knowledge.

Expanding Access to Rural Communities

One of the team's more experienced managers had beaten his quota every year while assigned to the Midwest. A year ago, his territory expanded to include Nebraska and South Dakota, areas in which he had no experience.

The team didn't have information on South Dakota either, so the manager leveraged AcuityMD to hit the ground running, using detailed target lists and avoiding competitor KOLs. He knew to visit the cities, but AcuityMD helped him find one of the highest volume surgeons in the U.S., located in a rural area, for an opportunity worth over \$500,000 annually.

Not only did this manager use AcuityMD to surface opportunities in his new territories, he also found two previously unknown opportunities in his existing Midwest territory, including a rural community hospital. He found out this hospital wasn't using the standard care of technology. The manager was able to quickly identify and train the relevant surgeon, gain their support, and get their product approved for use. Between these two opportunities, the team added \$200,000 in pipeline.

Accelerating Access to Medical Technology

This Top 100 MedTech company's mission is to improve the quality of healthcare by designing, producing, and marketing innovative, high-quality products. With AcuityMD, they were able to identify new market segments, empower their reps, and hit their sales goals, including in areas previously ignored by other companies.

Overall, the endoscopy team was able to target hundreds of new HCPs, discovering high volume surgeons that were outside their normal target profile. They used AcuityMD to strategically plan their sales pitch using insights into surgeon behavior and relationships. And they did it with speed; instead of spending time researching new territories, surgeons, and accounts, the team was instead able to spend their time with their prospects and grow the business.

Due to the success of the endoscopy team, additional therapeutic areas are looking to roll out AcuityMD as well. **"With AcuityMD you skip the guesswork,"** said the VP of Sales. **"You're an industry expert."**