

# How This Growth Company **Validated Market Opportunity** and **Targeted Conversions** with AcuityMD Data

This growth company with a first-of-its-kind technology had three distinct needs for their planned go-to-market strategy:

Data on their full market to prove value to investors

Procedure volume for the current industry-leading competitive device

Prime opportunities that would help their small sales team ramp up quickly

Their leadership team includes seasoned commercial executives with deep speciality expertise, but their relationships centered on familiar high-volume providers. They needed clarity on the full national market to meet investor and sales needs, including newer practices, fast-growing ambulatory surgery centers, and high-volume sites the team hadn't engaged before.

They had the expertise to manually map out the full market, but that would require 6-12 months of pulling lists, field work, validating data, and calculating total opportunity in new territories. And the end result would still be partially based on estimates and assumptions, which wouldn't create investor confidence or point their reps to easy wins.

Leaders also felt that their novel device could unlock hidden patient demand. The incumbent leading product requires complex training and can only be used in certain facilities, so patients typically get scheduled for testing 6-8 weeks out. This can lead to lost patients, reduced access, and unnecessary administrative burdens.

This company's device eliminates these constraints, enabling diagnostics to be performed the same week as the patient's initial provider visit. But they didn't have a way to quantify that potential hidden market.

They needed a platform that could deliver an accurate, in-depth view of the market and link diagnosis to treatment, but they doubted they could get it all in one place. They had used data vendors before, but knew those procedural volumes were directional at best and weren't trusted by sales reps.

As a startup, they needed to make the right choice the first time. They didn't have the runway or the time to ride out the wrong partnership and change platforms later.

They initially considered a basic data platform, and while the interface appealed to the team, the data was off. Procedure volumes didn't match what the leaders knew from experience, and it was difficult to prove there was hidden demand. Leadership was concerned that reps would eventually discard the platform, and that investors wouldn't trust their market assessment.

But when they evaluated AcuityMD, they found data they could trust. And not only was the data more accurate, it was deeper. The leadership team could see volume at the provider and site of care level, and the diagnosis to procedure connections needed to defend market sizing to investors.

AcuityMD's implementation team partnered with this company to develop custom strategies that would address the leadership team's distinct needs. They broke out relevant procedures by codes, mapped diagnoses for three key conditions, and segmented facility types from health systems to ASCs to private practices.

This made it easy for sales reps to uncover the top providers in their area and create a pitch tailored to the provider's needs. Reps understood their territories in just a few weeks, instead of spending months in the field first.

AcuityMD's implementation team also built a strategy for leadership around a procedure code with a modifier. This specific code, which other platforms struggled to isolate and surface, is a signal for the competitive product's procedure volume, and finally gave leadership visibility to where their system could unlock hidden patient demand.

AcuityMD is providing leadership with the ability to validate their market opportunity, and sales reps a repeatable way to easily prioritize targets and ramp up sales quickly. This foundation of trusted data now supports their expansion efforts and helps leadership communicate a confident, evidence-based growth story to investors.