

How Better Data and a Trusted Partnership **Changed This Growth Company's Path**

Needed a change because their previous data provider was missing key targets

AcuityMD validated a \$100M+ opportunity nationwide

AcuityMD customer service became a key part of strategic planning and execution

A growth company specializing in women's health needed comprehensive site of care data because their technology is used across multiple outpatient settings. They also wanted detailed market insights to help position their lean sales team effectively.

Their previous data platform gave them basic hospital and ambulatory surgery center (ASC) procedure volume. But as leadership started relying on it for high-stakes decisions like territory design, opportunity prioritization, and growth planning, gaps became clear.

Office-based care and private equity-backed physician groups drive enormous procedural volume in women's health. But those facilities and groups didn't consistently show up in the data this company was using, and highly-populated markets had significant opportunities missing.

That shifted the company's entire perspective on the data they had. Instead of thinking it was mostly directional, they began to wonder if they could trust it to inform strategic decisions.

Commercial leadership began to look at AcuityMD, comparing its market, provider, and site of care data both to what they knew from experience, and what their previous data platform showed them. Starting with relevant procedure codes, AcuityMD surfaced the providers, sites of care, and groups that had been missing before, and quantified a \$100M+ annual opportunity nationally.

Customer Support **Makes a Switch Easier**

As this company moved forward with AcuityMD, customer support became a decisive factor. The AcuityMD team actively partnered with commercial leadership through side by side comparisons, validation questions, and early strategy discussions. Responsiveness and follow through were consistent throughout implementation.

Not only did they validate the national opportunity, they helped commercial leadership configure targeting strategies and balanced territories by aligning ZIP codes, sites of care, and total volume to give reps the best chance to ramp up quickly and focus on high-value opportunities.

By the time this company was ready to launch the platform across the organization, customer support was no longer perceived as a service function. It was part of how they planned and executed their commercial strategy. From data configuration and training, to early territory and strategy discussions, AcuityMD's team operated as a true partner.

Helping leadership move forward with confidence during a high-stakes transition reinforced trust in the data and reshaped their commercial motion.

What's **Next**

With trusted data in hand, this company is expanding their use of AcuityMD beyond targeting. They plan to standardize a commercial operating cycle that leadership can run quarter after quarter without manual spreadsheets or best guesses on pipeline health and forecasting. That means routinely reviewing procedure trends, validating territory performance against expectations, and identifying whitespace inside existing accounts and across adjacent markets.

Finding and converting whitespace is especially important as this growth company scales. Understanding whether the next phase of sales will come from net-new conversion, deeper expansion within current accounts, or the right combination of both, will be critical to sustaining their growth trajectory.

With their previous platform, commercial leadership couldn't always tell whether they were pursuing the right opportunities or missing entire pockets of the market. With AcuityMD, they're moving forward with a clearer view of where the opportunity truly is, and a sales motion designed to scale around it.