From Insights to Impacts:
How This MedTech Company Used Data For a Successful Product Launch

Challenge

This MedTech company was well-established in the cardiovascular market, but their new product targeted the electrophysiology space, a new market for their commercial team. They didn't have existing relationships they could capitalize on, nor comprehensive data on who the top EP providers were. This made it difficult to create a go-to-market strategy centered around their best opportunities, or to understand the most influential providers within a given site of care.

The company's previous data platform only provided limited access to data on the EP market, and requesting new data sets had a 10-day turnaround time before providing static and quickly outdated data sets that needed additional time to analyze before they could be turned into strategy.

Solution

They partnered with AcuityMD for more comprehensive, timely, and usable market data to build a detailed product launch strategy. Sales leadership leveraged granular data across multiple procedure codes to strategically prioritize targets that all aligned to the new product. With their opportunities and approach clearly defined, the organization made the new product a top priority, researching nearly 6,500 providers and sites of care in AcuityMD. And by putting AcuityMD's MedTech Intelligence Platform directly into the hands of their reps, the reps could prioritize their own best opportunities and quickly execute the new strategy.

The impact was remarkable, with the organization creating over $20,000,000 in pipeline for the new product.

$20m
in new product pipeline created

$450k
in annual potential revenue won in just weeks

6,000+
providers and facilities analyzed for opportunities

To read more about how this company successfully launched a new product into a new market - and how AcuityMD can revamp your own launch strategy:

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