

A Vision for Growth

Corza's Proactive Forecasting Strategy

91%

average
monthly usage

77%

increase in
weekly active
users YoY

\$300k+

in new pipeline
opportunities
identified

Specialty: Cardiac and hepatic hemostasis

Finding Opportunities in a **Specialized Market**

Corza Biosurgery has to navigate a narrow but high-value market. They have one product, two indications, and a specialized segment. They need to know which sites of care have high-volume cardiac or transplant programs, and which surgeons have the largest sphere of influence for valuable peer-to-peer selling.

When Corza Biosurgery implemented AcuityMD in 2023, the platform quickly became central to identifying those sites and surgeons. Pat O'Brien and Kara Dillon both joined Corza Biosurgery as area sales directors shortly after, and as Dillon noted, "We had both used AcuityMD in our previous roles, so we were thrilled to see it in place when we joined Corza Biosurgery."

Turning Adoption into **Sustainable Growth**

Although they used AcuityMD for targeting, Corza Biosurgery continued relying on their legacy CRM. While reps eagerly adopted AcuityMD, they viewed the CRM as a burden. And since these were separate systems, reps were less likely to update their opportunities.

"We all knew that wasn't sustainable," Dillon recalled. "We needed a single system where reps could do everything - research, log activities, and manage opportunities - all in one place."

That need led Corza Biosurgery to implement AcuityMD Pipeline, giving their team a more intuitive, mobile-first workflow that aligned targeting, activity tracking, and opportunity management.

"The seamless experience increased our compliance and accuracy overnight," O'Brien said.

"We weren't chasing updates anymore. We were having better conversations about how to win."

With the improved field data, O'Brien and Dillon were now able to understand their ideal customer profile, as well as which tactics were most effective in closing deals. By seeing which events drove the most impact and how many touchpoints it took to close a deal, they could calculate exactly how much investment it took to land a new customer. This was critical insight for a team rapidly growing from 4 to 17 reps.

From Hindsight to **Foresight**

Targeting and Pipeline gave O'Brien and Dillon a complete picture of current and past performance. But to accurately plan production and project revenue growth, they needed clarity on the future. Their existing forecasting process used manual projections based on historical sales, a time-consuming process that lacked consistency.

"We have one manufacturing facility in Austria making one product," Dillon explained. "We can't afford to miss demand. Our forecasting has to be precise 30, 60, 90 days out."

Realizing that all data they needed for forecasting - sales history, opportunity stages, anticipated close dates, and more - already lived inside AcuityMD, Dillon and O'Brien approached AcuityMD to develop a new solution.

"We wanted to eliminate manual forecasting entirely," Dillon said. "Our vision was a living forecast that reflects real pipeline movement, not just what someone updates in a spreadsheet."

A True **Development Partnership**

O'Brien and Dillon's need for a clear view of the future matched that of other AcuityMD customers. Sales teams are under tremendous pressure to hit quota. But traditional forecasts can't account for rapidly shifting market forces and quickly become outdated. And with critical data often living on multiple platforms, managers and reps might not see a quarter is at risk until it's too late to act.

Knowing they could solve this challenge, AcuityMD began to develop new capabilities. Corza Biosurgery became one of AcuityMD's alpha partners for Forecasting, helping prototype, test, and refine from concept to full release.

"Corza Biosurgery saw the vision immediately," said Helena Auerswald, Director of Product Management at AcuityMD. "They helped shape Forecasting into something actionable, where leaders can move from regional views down to account-level health with a single click."

With O'Brien and Dillon providing critical insights throughout development, AcuityMD was able to build a solution that:



Automatically integrates pipeline data for accurate run-rate projections



Surfaces at-risk and high-opportunity accounts instantly



Enables leaders to drill down from regional trends to individual accounts

"This gives our reps direction," O'Brien said. "They log in each morning and see exactly where they're up or down month-to-date and what to act on. It's changed how they plan their days."

What started as a collaborative experiment quickly became an indispensable part of Corza Biosurgery's standard operations.

A New **Daily Habit**

Not only does Corza Biosurgery have full visibility into the entire sales cycle, the solutions meet reps where they are.

Veteran reps use AcuityMD to spot risks, analyze existing contracts to uncover whitespace, and understand which surgeons are influencing the cardiac and hepatic spaces through article publication or speaking engagements.

Newer reps onboard faster because AcuityMD identifies key targets and helps create a plan for unknown territories. And features like AI Call Plan - which instantly analyzes data such as procedure trends, product fit, payer mix, recent publications, and more - helps these reps craft a unique pitch for surgeons that are new to them in just minutes.

Since launching Forecasting, Corza Biosurgery's engagement metrics have surged:

- **91%** average monthly usage since launch
- **77%** increase in weekly users year-over-year
- **6,700+** providers and facilities researched in the first six months of use

Those activities have translated directly into new annual opportunities:

- **>\$100K** added by targeting multiple surgeons at one high-volume hospital
- **>\$100K** from leveraging provider profile data
- **>\$100K** uncovered in a new territory at a hospital launching a Hepato-Pancreato-Biliary program

Today, Corza Biosurgery's sales team runs its business through AcuityMD, combining historical insights with detailed foresight. This precision and efficiency has enabled them to achieve rapid growth despite competing against larger companies with more resources.

"It's not just about visibility anymore. It's about foresight.
We know what's coming and how to act on it."

Kara Dillon, Area Sales Director, Corza Biosurgery

Key Takeaways



Unify targeting, pipeline, and forecasting in a single source of truth



Treat customers as collaborators in product development



Eliminate manual forecasting by tying projections to live opportunity data



Build tools that give reps clarity, direction, and confidence every day