

How Route 92 Medical is Driving Commercial Excellence with AcuityMD

97%

Forecast Accuracy

Forecast Accuracy improved from 63% to 97%

10x

Faster Onboarding

New hires ramped on pipeline and forecasting within two months, accelerating their path to quota

Weekly

CEO and COO Review

Executives review forecasts in weekly 1:1s — used for board and investor meetings

Specialty: Neurovascular Intervention Headquarters: West Jordan, Utah

Route 92 Medical is on a mission to improve outcomes in neurovascular intervention through advanced devices and procedural innovation. As the company prepared to scale for the public market, Route 92 Medical doubled its commercial team size in 2025, rapidly building national territory coverage. That growth created an urgent need: a commercial infrastructure capable of supporting the scale and consistency that investors and leadership demand.

Sarah Keenan, VP of Commercial Excellence at Route 92 Medical, was tasked with standing up that infrastructure — fast. She needed tools that could give her team visibility into their market, align rep behavior around consistent processes, and produce the kind of reliable forecast that could hold up in a board room.



“We needed a single source of truth. We were growing fast, but without the right visibility or consistency we needed to forecast confidently.”
Sarah Keenan, VP of Commercial Excellence, Route 92 Medical

From Fragmented Data to a Reliable Source of Truth

When Route 92 partnered with AcuityMD, Keenan and her team saw an opportunity to rethink how the commercial organization operated. Before AcuityMD, targeting relied on fragmented data sources and gut feel. Reps struggled to identify priority physicians, facilities, and territories — and without visibility into total potential, there was no reliable foundation for building pipeline.

The forecasting picture was equally challenging. With no top-down expectation around how reps should submit forecasts, individuals developed their own approaches. Regional differences crept in, creating a company-wide forecast accuracy of only 63% on average — below what investors and board members expect from a scaling commercial organization.

Building a Data-Backed Commercial Engine

AcuityMD's flexible platform gave Route 92 Medical the ability to layer multiple commercial strategies, quickly build out new territories as the team grew, and adjust targeting in real-time based on rep feedback. For the first time, leadership could see which territories were underpenetrated, which physicians represented the highest opportunity, and how performance compared across the country.

To solve the forecasting problem, Route 92 implemented AcuityMD Forecasting — a purpose-built solution that combines actual sales, run-rate projections, and pipeline data into a single consistent view. Route 92's executives and managers had the visibility they needed. Relying on data — not anecdotes — improved targeting, pipeline management, and forecasting across the board.

Early Results Reinforce Value

The results came quickly. New hires trained on pipeline and forecasting within two months, ramping 10x faster. This faster onboarding accelerated ramp time and put reps on a quicker path to quota, driving deal velocity from 9-12 month cycles down to 3 months. It also helped existing reps expand accounts by adding more SKUs more efficiently.

Forecast accuracy improved from 63% to 97%. Today, Route 92's CEO and CCO review forecasts in weekly 1:1 meetings, and the data is used to inform board and investor presentations. The commercial organization has the infrastructure it needs to scale — and the credibility to back it.

But the forecasting accuracy extended its impact beyond sales. For example, product-level forecasts were fed into production schedules, helping operations partners plan ahead. Granular SKU-based forecasting also enabled accurate projections of an upcoming product launch. A single source of truth and the ease of use of AcuityMD created cross-functional success and drove adoption throughout the organization.



"The data helped us move from gut feel to confidence. Our executives use AcuityMD every single week — it's become the foundation of how we run the business."

Sarah Keenan, VP of Commercial Excellence, Route 92 Medical

A solid orange horizontal bar with a slight shadow effect.

See How AcuityMD Forecasting Can Work for Your Team

AcuityMD Forecasting combines real-time pipeline data, run-rate projections, and role-based visibility into one purpose-built solution for MedTech commercial teams.