acuity MD

Pipeline

Manage opportunities across the sales lifecycle in an end-end platform built for MedTech

Targets $98,000

Shannon Lin
Knee Product
Boston Medical Center
10/01/2
$23,0

Susan Rensch
Hip Product
Boston Medical Center
12/12/2023
$65,000

Michael Otero
Heart Product
McLean Hospital
10/01/2024
$10,000

Stage 2 $57,000

Kay Davis
Knee Product
Massachusetts General Hospital
11/12/2023
$25,000

Anthony Holland
Heart Product
Boston Medical Center
01/12/2024
$32,000
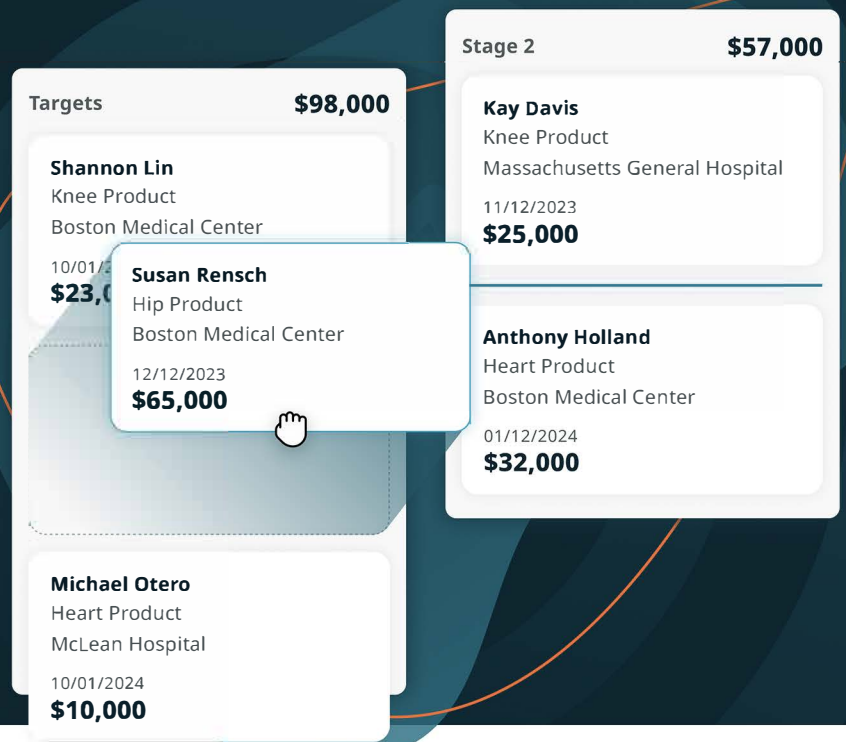
BENEFITS

Execute on the highest-value opportunities

Automatically populate your pipeline with high-value HCP and Site of Care targets. AcuityMD pulls in all relevant information for you– like procedure volume, HCP details, and more – so reps can identify untapped opportunities.

Forecast with greater accuracy to close gaps-to-quota

Build precise sales forecasts and guide reps on how to best fill their pipeline. Monitor progress towards quota as prospects move through the sales cycle, and quickly close any gaps with fresh targets.

See a complete view of your sales cycle

Manage the end-end MedTech sales process in one place - from opportunity to customer. AcuityMD automatically builds and maintains a list of product users as you win opportunities, and provides visibility into pipeline for customer and product types unique to MedTech.

" We're leveraging Pipeline to execute on these opportunities faster, forecast more accurately, and deliver on our sales projections by mapping out an end-to-end view of sales cycles in a single source of truth."

- Rob Delp, Vice President, US Sales, at Anika Therapeutics, Inc.

FEATURES

Opportunity Management

Tag targets from anywhere in AcuityMD. Easily drag-and-drop to move these opportunities through different stages in your pipeline.

MedTech-Specific Display

Quickly filter pipeline by Site of Care, HCP, product, territory, and time period.

Opportunity Sizing

Estimate total sales with a built-in calculator that's specific to the MedTech sales process.

Mobile Availability

Access Pipeline directly from the AcuityMD mobile app to easily view, track, and manage opportunities on-the-go.

The AcuityMD Commercial Platform

Markets
Size and segment markets

Territories
Assign, manage, and compare territories

Targeting
Find, qualify, and act on high-value opportunities

Pipeline
Track progress on targets and improve sales projections

Contracts
Structure, manage, and analyze contracts

Easy-to-use Interface

Increase user adoption with a streamlined interface that gives teams the information they need quickly and easily.

Comprehensive, Smart Data

Turn disjointed data into intuitive workflows. AcuityMD provides dynamic, map-based data on all-payor surgical volumes for HCPs and Sites of Care, then directs and prioritizes sales reps' efforts towards every addressable opportunity for each product.

Mobile App

Use AcuityMD's mobile app to access up-to-date information, such as nearby surgeons, or to enter an opportunity or next steps. Map-based views update based on your location.

Notifications and Engagement

Get alerts when there's activity on key accounts, including new surgeons in your territory, and tag colleagues in notes with "@" mentions to collaborate on strategies.

Integrations

Ensure your commercial tools work seamlessly together. AcuityMD integrates with your CRM, ERP, and other solutions.
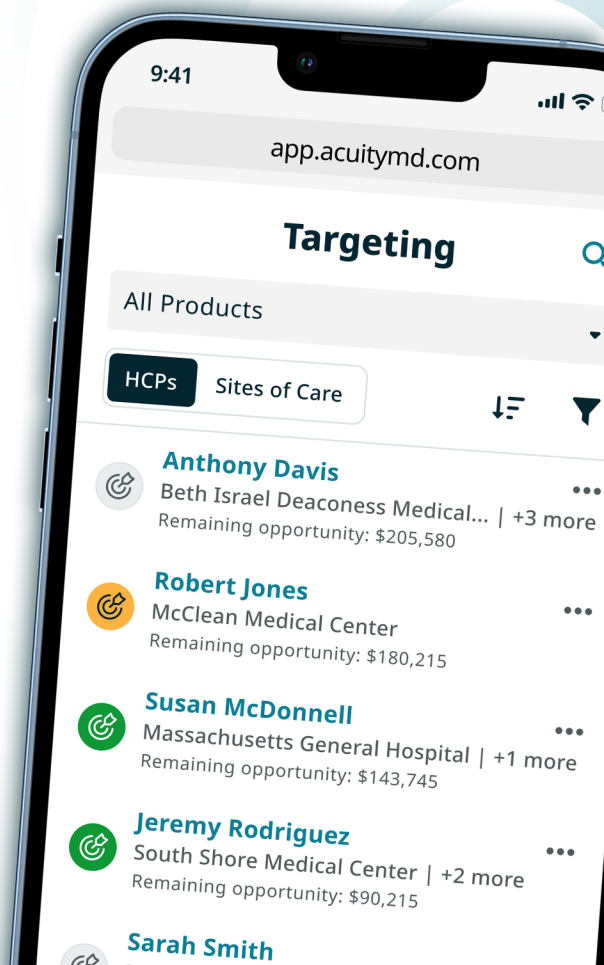
> *"AcuityMD significantly streamlined our selling process and saved countless hours of valuable selling time."*
> *- John Rizzo, Senior Vice President of Sales, Embody, Inc.*

About AcuityMD

AcuityMD is a leading technology partner to the commercial MedTech industry. Thousands of sales and marketing professionals use AcuityMD's commercial platform to identify target markets, surface top opportunities, and grow their business. With customers ranging from pre-commercial to enterprise, AcuityMD is committed to providing MedTech companies with unparalleled visibility in order to accelerate adoption of medical technology.