

Carevoyance: Solutions for medtech sales and marketing

Carevoyance connects medtech commercial teams with the right HCPs and HCOs diagnosing and treating their target patient population, facilitating productive interactions that drive measurable sales growth.

→ Achieve demonstrable results

Commercial teams often spend significant time identifying targeting criteria, developing target lists, researching targets, and more – which means they spend less time selling or performing analysis to help drive the business forward. Carevoyance helps your sales organization:



Segment the market

Precise segmentation & territory alignment of sales opportunities



Improve timely targeting

Up-to-date target lists and profiles for HCPs and HCOs for each field user



Automate sales collateral creation

Reduce support team burden with self-service access for field sales

→ Insights for your commercial organization

How do sales, sales operations, and marketing teams use Carevoyance?



SALES

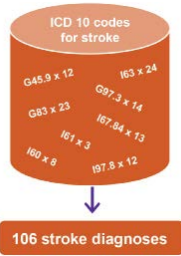
- Precision targeting & segmentation based on customized patient cohorts
- Activity tracking (sales calls, cases)
- HCP Profile: Affiliations, referrals, open payments
- HCO Profile: Affiliated physicians, referrals
- Desktop & mobile web



MARKETING AND SALES OPERATIONS

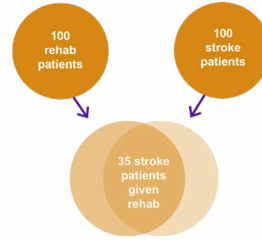
- Size market for medtech, based on customized patient cohort and segment
- Account-Based Planning: Identify top physicians and HCOs performing procedures
- Identify competitors that top physicians are working with
- Understand referral patterns

Insights for HCPs and HCOs treating your target patient population



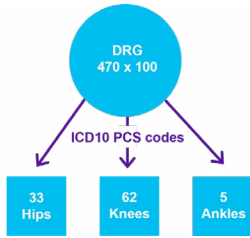
Group any reimbursement codes into a cohort

Pull apart or combine reimbursement codes to see your exact patients



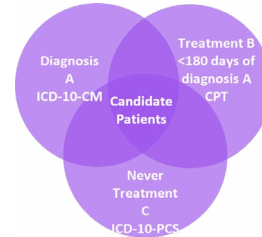
Combine any groups of patients into new cohorts

Track co-occurrence of multiple codes during a single encounter



Split generic/grouper codes into distinct cohorts

De-duplicate and count distinct patients across any combination of codes



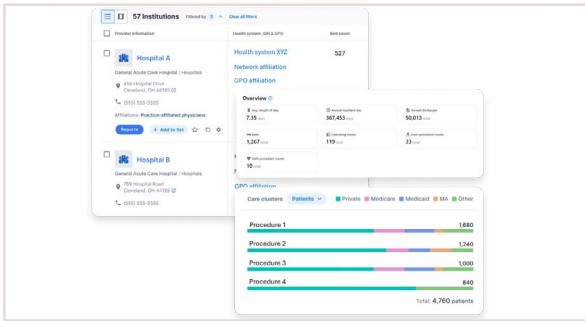
Define longitudinal patient treatments

Identify hard-to-find patients with complex treatment journeys using time-based conditions, including those never having undergone any intervention.

The Carevance product

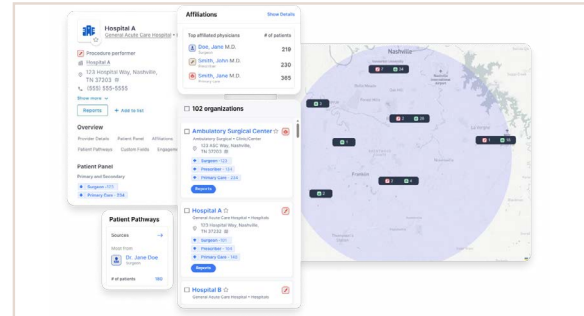
MARKETING VIEW

Gain deep insights with physician and organization profiles complete with visuals



SALES VIEW

Precision targeting & segmentation based on customized patient cohorts



INTERACTIVE REPORTS

Sales reps can quickly run reports using 19 templates or any configured for your organization



Reach out to your account representative to learn more!