



Physician/Medical Practice Sales & Marketing Toolset Product Sheet

In collaboration with Kantar Media's Healthcare Research Physician study, ACS has developed a state-of-the-art, research-driven toolset that enables healthcare organizations to identify potential medical practice buyers for their products and services.

According to medical practice parameters, the methodology involves categorizing physicians based on their use of emerging technologies or need for products/services. Once the physician or medical practice targets have been identified, ACS can report highly detailed practice profiles, including specialties, diagnoses, prescriptions, and more.

ACS custom physician definitions link to hundreds of healthcare marketing channels, modalities, websites, and digital options through which these physicians can be most efficiently reached. The specialties identified as likely buyers in the profiles link to a database of all healthcare NPI names and locations.

This offering is designed to help resource-strapped organizations, such as healthcare supplier startups, cost-effectively generate near-term revenue wins.

Below are the types of products and services medical practice sales that ACS can currently support.

Emerging technologies

- Online test kits
- Prescription adherence management
- Remote monitoring
- Patient self-monitoring
- Telemedicine platforms
- Patient Education

Products, treatments, and/or services related to:

- Conditions
- Diagnosis
- Prescription Drug Categories
- Specialties/Sub-specialties