



## AI-Powered Market Intelligence Platform For Medical Technology Companies

- + Ground Truth Data
- + AI-Powered Analytics
- + Sales Enablement Tools



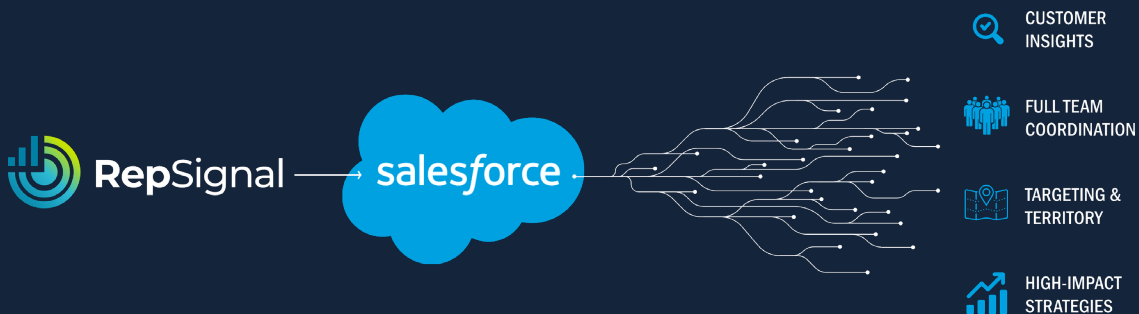
ISV  
PARTNER

## Product Overview

**RepSignal is an AI-powered market intelligence platform that empowers MedTech companies optimize performance and harness the full potential of their Salesforce CRM.** By seamlessly integrating with Salesforce, we provide a user-friendly environment for commercial teams to access and leverage complex healthcare data. Our advanced analytics transform billions of data points into actionable insights, enabling clients to identify high-value opportunities and optimize marketing and sales strategies.

With over a decade of experience, S2N Health is a trusted partner of over 200 medtech companies, including several Fortune 500 enterprises. Our deep industry expertise coupled with RepSignal's innovative technology, delivers tailored solutions that accelerate commercialization and drive growth.

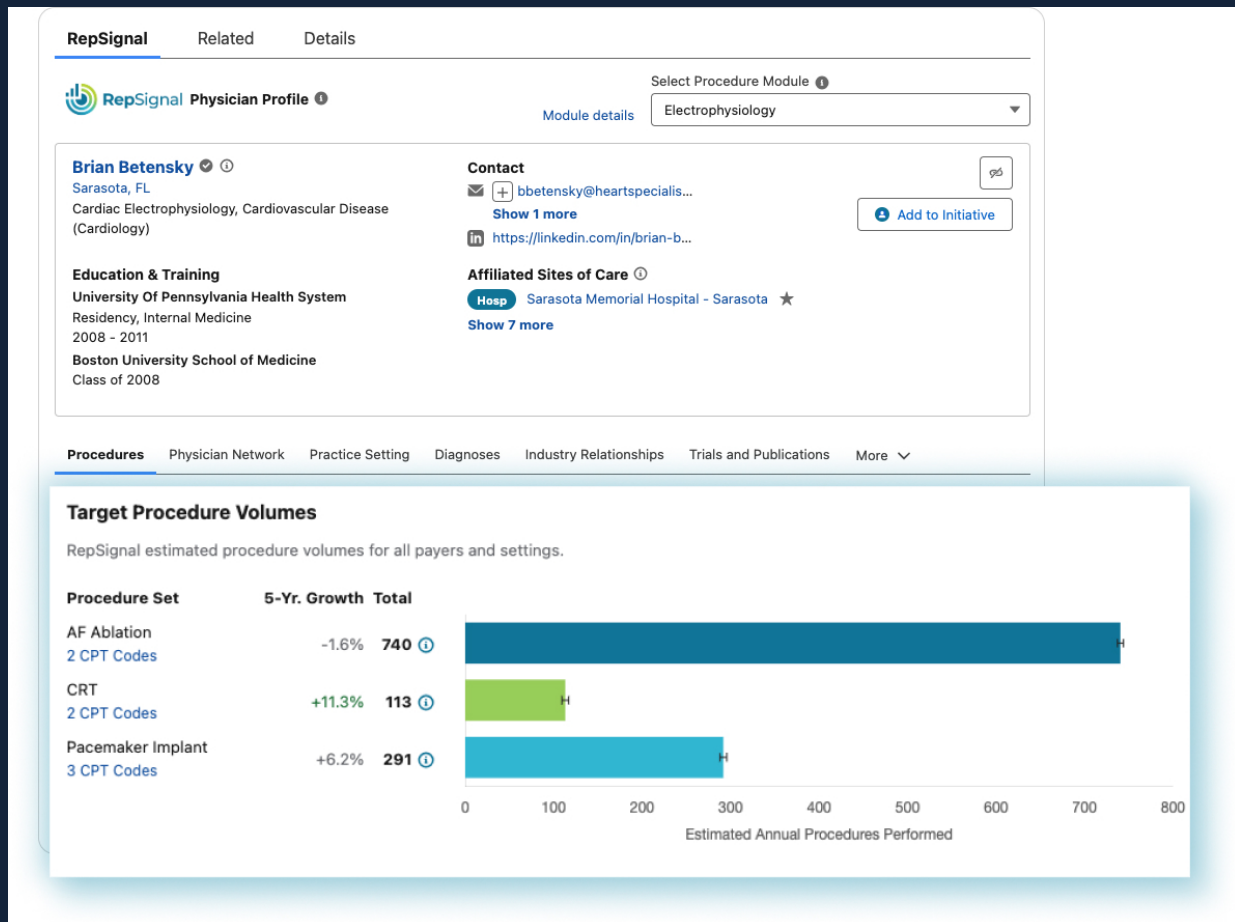
**As an approved ISV partner with Salesforce,** RepSignal offers unparalleled integration of intelligence across commercial workflows within the CRM, streamlining data access and automation.



## LOOK INSIDE

### Real-time insights on current & potential customers.

RepSignal offers an unparalleled depth of insight into physicians, sites of care, and markets directly within Salesforce. With robust, up-to-date profiles, RepSignal enables consultative selling, account expansion, and network growth. RepSignal's insights automatically update, without the need for manual data transfer.



- Consultative sales recommendations
- Critical insights for clinical & economic narratives
- Next-best actions

## LOOK INSIDE

### Coordination across the entire commercial team.

RepSignal streamlines project management and efficient lead sharing between sales and marketing teams, enabling optimized focus on priority customer segments. The RepSignal Initiatives feature fosters collaboration and aligns teams to focus on perfect-fit customers. Group highest-value targets in a custom table layout, share them with individuals, territories, or your entire team, and easily track results.

All Initiatives > Center of Excellence Targets 2024

Status: Open, Edit, Sharing, Delete

Center of Excellence Targets 2024 · Neurovascular · Tim Kofol

Target centers of excellence 2024

Total Targets: 100, Targets Reviewed: 1%, Targets Qualified: 1%

Search by name, city, state, or assignee...

Name	Type	State	Territory	Total Procedures	Consumable Sales PFY↓	Status	Assignees
Sarasota Memorial Hospital ...	Hospital	FL	Florida	608	47,214	Qualified	Tim Kofol
AdventHealth Orlando	Hospital	FL	Florida	787	47,207	Not Reviewed	
Norton Hospital	Hospital	KY		719	41,078	Not Reviewed	
UP Health Shands Hospital	Hospital	FL	Florida	547	36,699	Not Reviewed	
New York-Presbyterian Hos...	Hospital	NY		1,080	36,190	Not Reviewed	
CentraCare - St. Cloud Hos...	Hospital	MN		924	35,256	Not Reviewed	
MUSC Health University Me...	Hospital	SC		499	34,085	Not Reviewed	
Yale-New Haven Hospital	Hospital	CT		585	31,786	Not Reviewed	
University of Alabama Hosp	Hospital	AL		524	21,418	Not Reviewed	



#### SALES REP

##### Close sales & hit quotas.

Identify & engage top prospects.

Progress & close deals.

Identify growth opportunities in existing accounts.



#### MARKETER

##### Build brand strategy, support sales team.

Identify market trends & segments.

Build effective messaging & collateral.

Drive awareness & enable sales.



#### LEADERSHIP

##### Allocate resources to hit revenue targets.

Align territories & set quotas.

Streamline & automate commercial efforts.

Train, support & retain top talent.

LOOK INSIDE

# Customer targeting & territory design.

RepSignal empowers **strategic prospecting** within Salesforce by providing a comprehensive view of key customer segments across the clinical landscape. This enables efficient market evaluation and targeted outreach without the need to leave the CRM platform.

**RepSignal Market Explorer**

Select Procedure Module: Neurovascular

Display results on map:

Saved Searches:

- Operate in ASC: Physicians, Neurovascular, Private
- Recent Fellowship Graduates: Physicians, Neurovascular, Private
- Paid by Competitor: Physicians, Neurovascular, Private

Search: Physicians | Search by address, city, state, or zip code within... | 30 miles | Tags | Filters | Save Search | Clear Filters

Include Linked Items:  Only show items in my territories:

1,272 results

Name	Specialty	City	State	Intracranial Me...	Neurovascular ...	Total Proced...
DAVID FIORELLA	NEUROLOGY	STONY BROOK	NY	210	370	580
WALEED BRINJKI	DIAGNOSTIC RADIOLOGY	ROCHESTER	MN	54	506	561
BRIAN SNELLING	NEUROSURGERY	BOCA RATON	FL	38	440	479

**Procedural Analysis**

Procedure Volume Est. by State

Procedure Volume Est. by Physician Specialty

Physician Specialty

- Adult Congenital Heart Dis...
- Advanced Heart Failure an...
- Ambulatory Surgical Center
- Anesthesiology
- Cardiac Electrophysiology
- Cardiac surgery
- Cardiology
- Certified Clinical Nurse Sp...
- Certified Registered Nurse...
- Critical care (intensivists)

2.6M

**Procedure Volume Est. by CPT Code by Year**

CPT Code

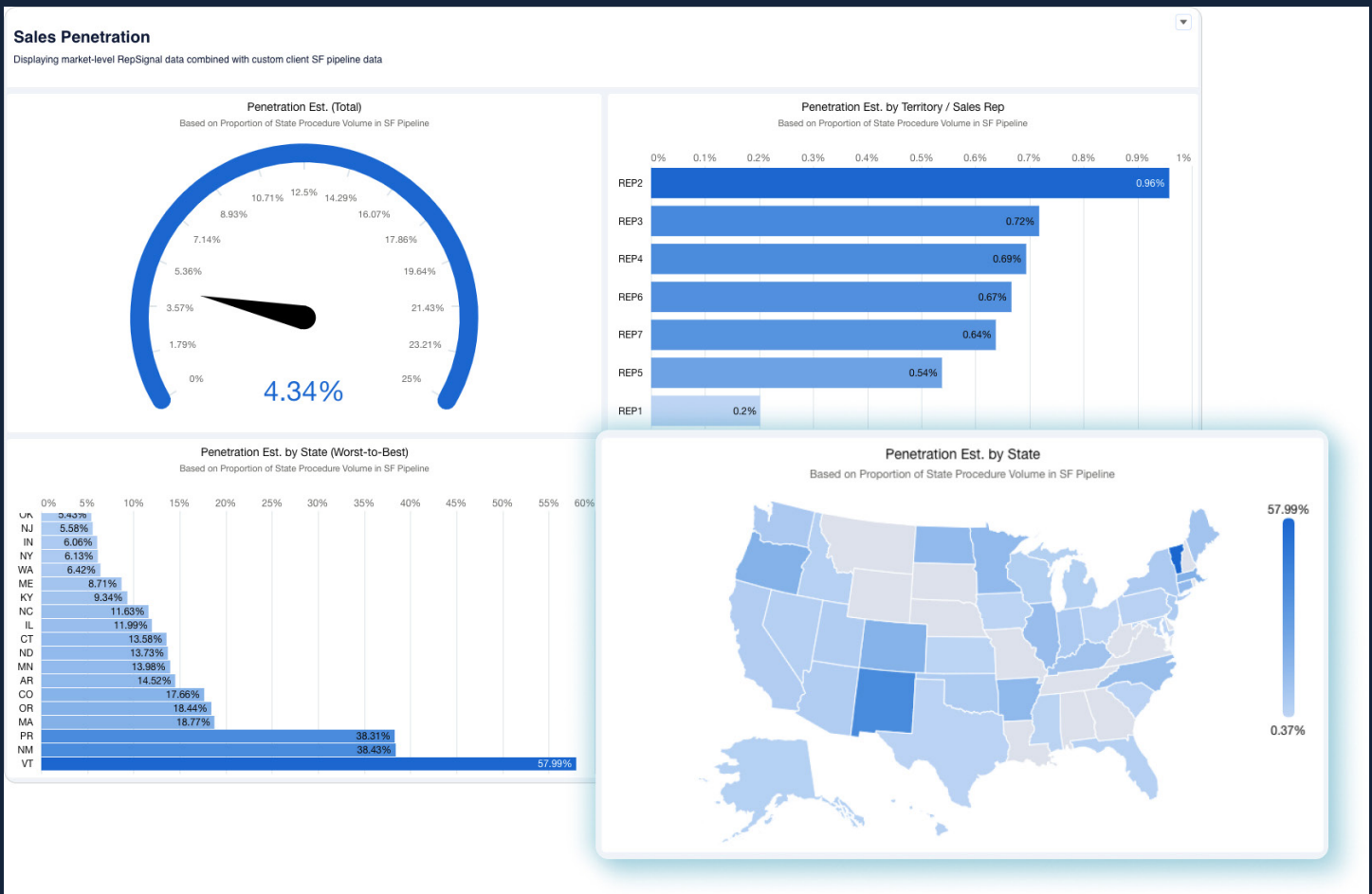
Year	37224	37225	37226	37227	37228	37229	37230	37231
2019	86k	115k	65k	58k	84k	95k	84k	86k
2020	80k	111k	60k	57k	83k	99k	83k	80k
2021	84k	116k	58k	59k	83k	103k	83k	84k
2022	81k	117k	54k	59k	79k	107k	79k	81k
2023	80k	118k	51k	60k	77k	112k	77k	80k

Location Legend:

- Ambulatory Surgical Center
- Inpatient Hospital
- Office
- On Campus-Outpatient Hospital

## Strategic business intelligence—right in your CRM.

By seamlessly integrating RepSignal data with existing customer sales data, dynamic dashboards can be created within CRM Analytics or Tableau. This powerful combination empowers sales operations and leadership to conduct strategic analysis of regional and market performance, without requiring additional resources or tools outside of the Salesforce ecosystem.



- Analyze historic sales data, customer behavior, and market trends
- Identify previously untapped market segments: GPO, referrals, health systems & more
- Track site and geography-level performance against identified opportunities



salesforce

## Optimizing Salesforce Utilization

Building on the indispensable tools and organization of the Salesforce CRM, RepSignal effectively supercharges customer interactions, streamlines processes, and enables commercial teams to drive continuous growth. Here's how RepSignal can enhance CRM utilization and performance:

**Sales Target Population:** RepSignal uses AI to analyze historical data and current market trends, streamlining high-value customer identification and territory design.

**Comprehensive Account Profiles:** RepSignal enriches Salesforce account profiles with detailed information, empowering marketing and sales teams to tailor their approach and close deals faster.

**Automated Sales Workflows:** RepSignal helps automate sales workflows, reducing manual data entry and repetitive activities such as follow-ups, lead nurturing, and reporting, improving productivity and conversion rates.

**Up-to-Date, Clean Data:** Automated feeds and effective de-duplication tools make sure your CRM is always populated with the most current information while your system remains organized.

**Information Delivery:** RepSignal effectively delivers the most relevant intelligence to stakeholders, using interactive custom dashboard and workflows to put actionable insights at the fingertips of the entire commercial organization.

## Customer Testimonials

“The powerful RepSignal integration in Salesforce is a huge efficiency driver for our teams.”

### **VP of Sales & Marketing**

“Simple way to put market data in front of your Sales Team. As an administrator, RepSignal greatly reduces the tasks of procuring annual claims data, preparing it, and distributing it to your Sales Reps. With RepSignal this is all done for you and is delivered in the Sales Representative’s workstream inside Salesforce.com. It allows me more time to focus the Team on prospecting activities.”

### **Sales Ops & Global Platform Manager**

“This makes Salesforce an intuitive & convenient 1-stop shop. You know about an account before walking in the door. RepSignal and S2N have really helped us turn the CRM from being a monster to a friend for our company.”

### **Product Manager**

“It was so critical for us to keep everything in one platform, make Salesforce our Voice of Truth. RepSignal and S2N has amplified our CRM. This is a tracking tool, and our whole objective in launching Salesforce and launching a successful CRM culture within our organization was trying to make the environment as value adding as possible.”

### **Head of Business Intelligence**

“Powerful information providing value for all levels of stakeholders. The information is robust and immediately impactful, it’s a critical component in all of our sales decision making. RepSignal continues to innovate, good just keeps getting better.”

### **Sales Operations Director**





Transforming big data into commercial success.

[S2NHEALTH.COM](http://S2NHEALTH.COM)