

AcuityMD

+ Salesforce

Connect Salesforce with MedTech intelligence to improve CRM data quality, streamline commercial workflows, and help teams act on the right opportunities faster.

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Med School: Univ. of Cincinnati, 2008		Top Payers Anthem BCBS 34% Humana 22% Medicare 19%	1 total reaction

Benefits

Unified Commercial Workflow

Move seamlessly between AcuityMD and Salesforce with no duplicate entry, keeping targeting, pipeline, and account data aligned.

Fits How Your Team Works

Flexible push and pull options adapt to your existing targeting and pipeline processes, no forced changes or rigid workflows.

Drive Salesforce Usage

Embedding AcuityMD's insights and workflows in Salesforce strengthens rep engagement and drives higher CRM usage.

Three Ways to Integrate with Salesforce

Push to Salesforce

Send accounts, contacts, leads, and opportunities from AcuityMD into Salesforce quickly and easily to streamline CRM workflows for reps.

Opportunity Pull from Salesforce

Bring Salesforce opportunity data into AcuityMD to power insights and forecasting.

Full AcuityMD Experience in Salesforce

Access the complete AcuityMD platform within Salesforce for a unified commercial workspace with our iFrame.

AcuityMD For Salesforce

Our Appexchange app delivers a secure, Salesforce -validated integration experience. Built to Salesforce standards, it makes connecting the platforms seamless.



Power More Effective Commercial Execution

By connecting AcuityMD with Salesforce, commercial and operations teams gain a more complete view of target accounts, active opportunities, and market activity improving alignment, visibility, and execution across the organization.

Features

✓ Flexible Configurations

Choose how data flows between systems with flexible push and pull sync options. For push workflows, configure whether HCPs or SOC's are created as leads or opportunities to match your team's processes.

✓ Dynamic Record Enrichment

Update Salesforce accounts and contacts with AcuityMD insights, including provider and site-of-care intelligence that teams can view directly in Salesforce, sourced from AcuityMD and always up-to-date.

✓ Fast Deployment

Accelerate time to value with installation from the AppExchange, secure authentication setup, and guided implementation support to ensure a smooth onboarding experience.

[Request Demo](#)

See how AcuityMD + Salesforce helps MedTech organizations improve CRM visibility, reduce manual work, and create a more effective commercial workflow.