

AcuityMD

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Encounters Data Mart + Snowflake Marketplace



Bring trusted MedTech market intelligence into your Snowflake environment to power scalable analytics, governed data access, and faster enterprise decision-making.

Faster Commercial Decisions

Help teams benchmark performance, support territory planning, evaluate market expansion, and inform investment strategy with trusted MedTech market data.

Use Existing Snowflake Budget

Purchase through Snowflake Marketplace and apply eligible spend toward your existing Snowflake commit, avoiding additional procurement cycles and separate infrastructure investments.

Less Setup Required

Access the AcuityMD Encounters Data Mart directly within Snowflake without the extra lift of files to manage, pipelines to build, or manual ingestion processes to maintain.

Enterprise-Ready Governance

Keep data secure and governed within your existing Snowflake environment using current Role-Based Access Control (RBAC), audit controls, and security policies.

A More Complete View of the Market

Combine AcuityMD procedure, provider, and site of care intelligence with internal CRM, sales, and operational data to analyze market activity, performance, and growth opportunities more effectively.

✓ Native Snowflake Delivery

The AcuityMD Encounters Data Mart is delivered directly into your Snowflake environment through Snowflake Marketplace as a shared database. Teams can query, join, and activate data using existing analytics and BI workflows without managing file transfers or custom ingestion pipelines.

✓ MedTech-Specific Intelligence

Analyze procedure activity, provider trends, market opportunities, site of care dynamics, and commercial performance to support territory planning, benchmarking, forecasting, and growth strategy.

✓ Marketplace Capacity Drawdown Eligible

Purchase through Snowflake Marketplace and apply eligible spend toward existing Snowflake commit through Marketplace Capacity Drawdown.

Included Data Sets

The Encounters Data Mart includes:

✓ Healthcare professional records including NPI, specialty, affiliations, and geography

✓ Sites of care including hospitals, ASCs, IDNs, and clinics with organizational hierarchies

✓ Procedure and diagnosis encounter volumes by provider and site of care

✓ Provider affiliation and geographic intelligence

✓ Customer-specific secure licensed view

Why AcuityMD + Snowflake

AcuityMD delivers MedTech market intelligence. Snowflake provides the trusted enterprise data foundation. Together, they help organizations bring external market data and internal business data together in one secure environment for faster, more confident decision-making.

ABOUT ACUITY MD

[AcuityMD](#) is the AI platform for MedTech trusted by over 500 MedTech companies – including 16 of the top 20. Commercial leaders use AcuityMD to identify target markets, surface top opportunities, and grow their business. By combining real-world healthcare data with AI-powered insights, AcuityMD enables companies from pre-commercial to enterprise to understand where and how to sell faster to accelerate the adoption of medical technology. AcuityMD was named to [Forbes' 2025 "Next Billion-Dollar Startups" list](#) – an elite group of 25 venture-backed U.S. companies identified as most likely to reach a \$1 billion valuation.

See how the AcuityMD Encounters Data Mart delivers MedTech market intelligence directly within Snowflake.

[Request a Demo](#)